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MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO



No. 225

Norwich Fixtures

will be on display in spaces 37-38-41 and 45 at the
Display Men's Exposition.

Don't fail to visit it, and also drop into our New York Salesroom, at 712 Broadway. You'll find a mighty fine line of fixtures and some good fellows to pilot you around. In the meantime send for our catalog. It's interesting.

The Norwich Nickel & Brass Co.
NORWICH, CONN.

New York
712 Broadway

—Salerooms—

Boston
26 Kingston St.



Typical Construction with No. 50 Pittsburgh Reflector and 100 Watt Lamp.
Reflectors small in size, neat in appearance, but powerful in capacity for lighting merchandise in such attractiveness as to make sales.

400% Profit Can You Do As Well?

Your show window returns will be larger if you use properly designed lighting equipment.

The "Pittsburgh" line of silver plated reflectors are especially designed to light the show window with real sales making value.

Where results have been figured on the profit to you—Mr. Merchant, the decision has been for "Pittsburgh." Never mind what your neighbor has, see that *you get* the reflector that puts all the light on the goods with an even, uniform distribution. They make your lighting money go furthest and your sales largest.

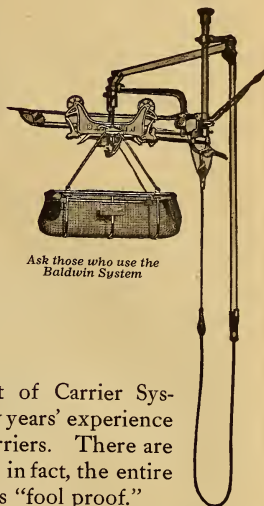
Do not neglect your windows any longer—ask us to tell you about those who have installed "Pittsburgh" reflectors. The successful houses use them.

Send for our free booklet, "Show Window Lighting"

Pittsburgh Reflector & Illuminating Co.
3117-3119 PENN AVE., PITTSBURGH, PA.

YOU HAVE TO LIVE

with your Clerks and Carrier System and it is well to have both working smoothly and harmoniously, in order to give your customers quick service, which is demanded in these days of keen competition.



Ash those who use the Baldwin System

The Baldwin Flyer CASH AND PACKAGE CARRIER

is the highest development of Carrier Systems; a result of over twenty years' experience specializing on wire-line carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "fool proof."

It is the greatest advance in carrier construction in years and when equipped with our

Ball-Bearing Wheels

and "no tear" rim Baskets you will have a system with no "come backs."

Baldwin ball-bearing wheels are made right—no oil is required, nothing to damage goods and collect dust.

Our Over-Shoot

operates to the second floor into the most remote corner, as it will turn a curve after it gets up there, if necessary; can be sent with great speed easily, and is noiseless.

Our Up-Shoot

is the reverse of our over-shoot. These are the only successful carriers of their kind and require no added expense for power.



Investigate the most important part of your store equipment

Do your carriers need overhauling? See what Baldwin can do for you on an exchange. Don't be bothered with defective store service. Baldwin Carriers will give you absolutely the most perfect service possible to obtain.

Write us today

See our latest improvements

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

For Two Cents a Day Pneumatic Carriers

will

*Make Your Change
Look Up Your Credits
And Run Your Errands*



Cut Down Your Overhead — Speed Up Your Sales
with

Universal Pneumatic Tubes

for

cash send	cash take
charge send	charge take
clerk wrap	inspector wrap

Charge accounts handled instantly and privately.

More service, more security, more tone with a Universal Tube System than with any other cash service in the world and at LOWER COST.

Write for proof

The Universal Pneumatic Transmission Co.

146 West Ohio Street
CHICAGO

Great Western Fixtures are the best that can be made



In design, material and workmanship, they cannot be surpassed, yet they cost no more than the common kind.

Look at the waist form shown here and compare it with forms made by other manufacturers. Note the graceful, natural modeling and the smooth curves. This form is as good as it looks. It has our special Air Brush Enamel finish in a perfect flesh tint and the covering is satin. Write us about this and our many other forms.

We are sole Western Distributors of the celebrated Wax Figures of Gustav Schmidt.

We can supply you with the best Wax Figures in the world. We also have the least expensive. Send for our catalogue.

This is only one of the hundreds of specialties we regularly carry in stock

Great Western Fixture Works
616 Medinah Building :: Chicago



WELCOME TO OUR CITY

Call and See Us on your Way to the Convention.

Our Office your Headquarters now and any time to suit your own convenience.

With the Help of the Foremost and leading Display Men of the Largest and Best Stores of the United States and Canada and our own Artists—BAUMANN'S New Fall Designs and Colorings Better Than Ever.

SEND FOR OUR CATALOGUE.

See and Be Convinced.

We Lead them all in Style, Quality and Low Prices.

L. BAUMANN & CO.

357-359 W. Chicago Ave.

CHICAGO, ILL.

Handing Money to Your Competitor

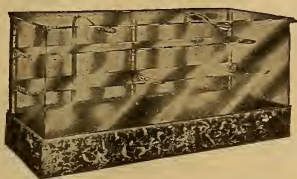
Can you imagine walking into your competitor's store and handing him a big roll of greenbacks, with your compliments?

On your life, you can't!

Yet that's what a good many merchants are doing right along, every business day in the year, in every town and city on the map—handing their rivals wads of "dough"—unwittingly.

For it's a fact that people like to trade where trading is easy—where merchandise is set out in goodly array. This condition can be obtained by using

Quincy Special Show Cases



—made RIGHT, by men who know intimately the display requirements of every kind of business where display is a vital factor.

We shall be glad to send you Catalogue No. 22, which tells about the great money-making Quincy "Specials."

Quincy Show Case Works Quincy, Illinois

Pittsburgh, Pa.,
949 Penn. Ave.
Wichita, Kans.,
301 Beacon Bldg.

Jacksonville, Fla.,
116-118 E. Forsyth St.
Oklahoma City, Okla.,
208 N. Robinson Ave.



The above is reproduced from photograph of

No. 70. Full bust wax head
No. 12. Wax full arms
Standing form size 34.

Shown in windows of

Marshall Field & Company
Chicago, Ill.

A quiet refined example of
American young womanhood.

Made by

C. E. Stevens & Co.
57 West 24th Street
New York City.

Catalog mailed on application.

Lyons Display Fixtures



We are introducing this month a new form (see illustration on left) which we are pleased to call our

"Attitude Figure"

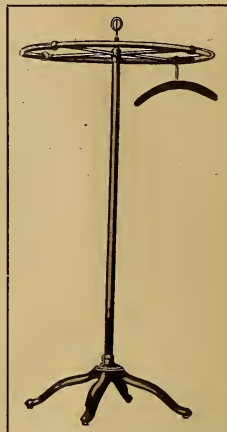
This new figure is natural and graceful in its pose, there is a ball-and-socket joint at the waist which allows for special posing of the bust. The legs from the knees down are finished in our special flesh colored enamel. The balance of the form is covered with White Jersey, mounted with a three-quarter head and three-quarter wax or papier-mache arms.

Price, as described, including shoes, \$50.00 — How Many?

All Visitors in New York

are invited to call at our new salesroom,
35 West 32nd Street.

It is up town and accessible to all hotels and the shopping district. We have just installed a complete new display of **everything in the fixture line** of interest to merchants and display men.



This Shirt Waist Display Rack is the newest addition to our line. The top circle revolves on the standard and will hold 50 Shirt Waists.

We make a special hanger for use with this rack which keeps the waists in excellent condition.

Price, No. 949, complete.....\$6.50
Special Hangers, per 100.....3.50



No. 569. Mounted on a 7-inch colonial cast brass base and 1/4-inch square standard. The form is made of very heavy papier-mache and highly finished in flesh-colored enamel. This form has no metal cap, being entirely covered with the enamel. Has a satene girdle. Price each, \$7.00.

Convention Visitors

will be attracted by the special showing we are to make in our space in the Waldorf-Astoria. This is to be by far the handsomest exhibit that has ever been made of "Lyons' products."

Let us welcome you at the Convention Exposition and also at our permanent show rooms, which are but one block from the Convention Hall.

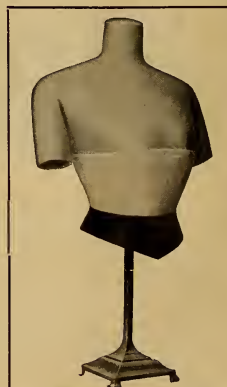
We Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, Etc.

Write for Catalogues and Prices

Hugh Lyons & Co.

802 East South Street, Lansing, Mich.

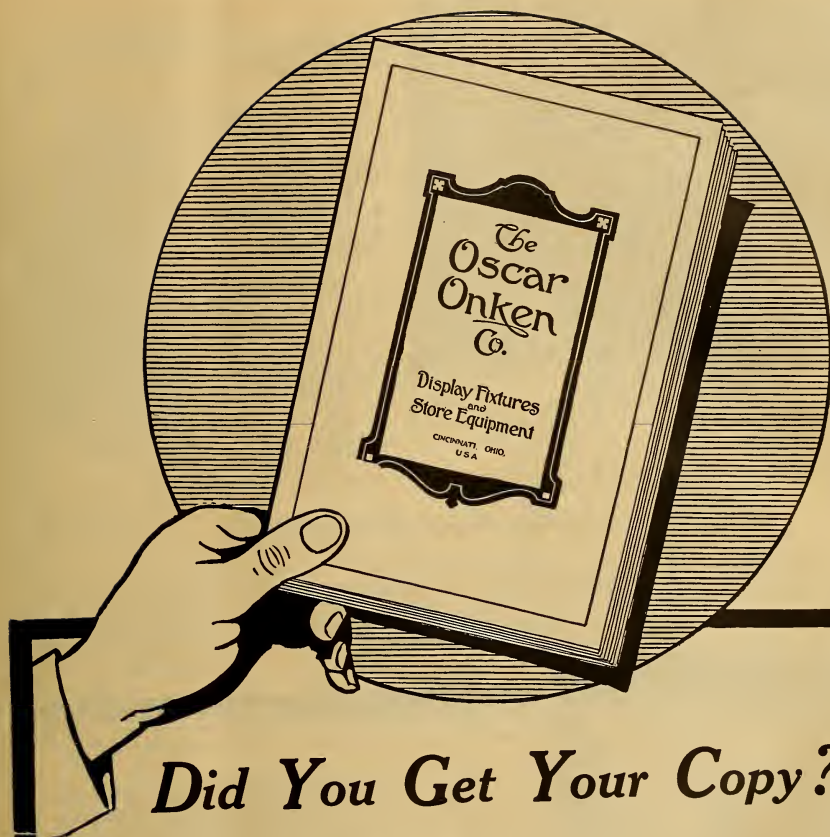


No. 578. Made of the best papier-mache, finished with the most beautiful flesh colored enamel covering the entire bust, neck and arms. The waist is finished with a white satene cover and trimmed with a velvet belt. The form is mounted on a heavy 7-in. square base with a cast sub-base with feet. Price, complete.....\$8.50

New York Salesroom: 35 W. 32nd Street

Chicago, Salesroom: 313 Jackson Boulevard

Have you received your copy of latest issue of "COMPLETE DISPLAY" our beautiful new magazine?



Did You Get Your Copy?

We Manufacture a Complete and Distinct Line of

**WOOD DISPLAY FIXTURES
AND STORE EQUIPMENT**

(We do not make Show Cases or Clothing Cabinets)

In Both—Medium and High Grade

New Supplement Just Printed.

THE OSCAR ONKEN CO.

No. 3726 W. Fourth St.

Cincinnati, Ohio



Luxfer will make your store a Daylighted Business Palace —

A "Daylight Store" enjoys many advantages over a dark one. The two big advantages are **increased patronage and reduced artificial light bills.**

People prefer to trade at a Daylighted store because shopping does not tire them so much, because they can pick out their merchandise in comfort and without a "headache" very often occasioned by artificial light.

Daylight has a wonderful effect on the clerks also. It keeps them more cheerful — and every merchant realizes that a cheerful and willing clerk is one of the store's big assets.

If your store is not properly daylighted let us show you by comparison and demonstration how LUXFER will help your business and keep down your light bills.

LUXFER Transoms, Sidewalk Lights, Floor Lights, Roof Lights, etc., will transform all your dark places into **daylighted ones.** Complete Daylight information on request.

AMERICAN Luxfer Prism COMPANY

CHICAGO, Herworth Bldg.
BOSTON, 49 Federal St.
CLEVELAND, 419-20 Citizens' Bldg.
DULUTH, 310 W. Michigan St.

DETROIT, Builders' Exchange.
KANSAS CITY, N. Y. Life Bldg.
MILWAUKEE, Siroh Bldg.
NEW YORK, 567 W. Broadway.
NEW ORLEANS, 904 Hennes Bldg.

PHILADELPHIA, 411 Walnut St.
ROCHESTER, 38 Exchange St.
MINNEAPOLIS, 506 Andrus Bldg.

DALLAS, Builders' Exchange.
SAN FRANCISCO, 445-47 Turk St.
LOS ANGELES, 928 S. Main St.



Window of Lord & Taylor, New York

IT is in the show windows and show cases that your prospective customers get their first impression of your goods.

If the impression made on them is favorable they are apt to buy over the counter and if unfavorable the other fellow gets the business—the merchant with the beautifully lighted window.

Is Your Show Window Lighting Co-operating with the Sales Department?

You should have and can have proper window and show case lighting; lighting that is scientifically designed, lighting that makes a silent appeal—that is a sales booster.

The Frink and J-M Linolite Systems of Lighting will produce this kind of illumination—window lighting that is free from glare or shadow, lighting that will bring out the quality and beauty of the merchandise to the smallest details.

The Frink and J-M Linolite Systems are now in use by the foremost shops in the country. You, too, should be among the users.

Write nearest branch for all the information or ask your lighting company about it.

H. W. Johns-Manville Company

New York and every large city



\$100⁰⁰ invested in Outside Show Cases



Will Sell More Merchandise

and bring

More People

into

Your Store

Than—

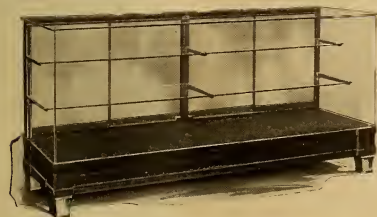


\$5000⁰⁰ invested in Inside Show Cases

Like a magnet—they reach into the passing throng, take hold of and pilot into your store scores of good prospects instead of leaving you with a lone customer while the stream of dollars is flowing by on the outside.

After you get your customers inside, make sure

you turn their interest into actual desire for your merchandise by showing it in frameless all plate glass cases. They are 100% display efficient.




You will be surprised at their comparatively low cost. When you take into consideration the rent of the floor space your cases are occupying, surely you cannot afford to have anything but all plate glass cases in your store.

Write today for catalog.

Dozens of people see your outside displays to one that sees them inside.



The Diamond  *Show Case Co.*

Designers and Manufacturers

of Complete Store Equipments

723 Liberty Ave., PITTSBURGH, PA.

2208 Superior Viaduct, CLEVELAND, OHIO.

Schack's New Fall Flower Book

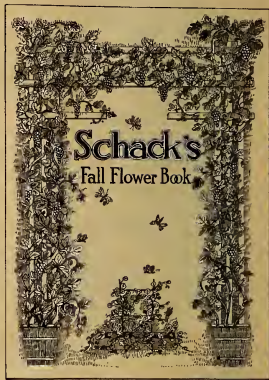


Joseph Schack
Founder and President of the
Flower House of New Ideas

The Best Fall Flower Book I Have Ever Issued

This is the best fall book for the display man that has ever been printed. It contains more good ideas that can be used in fall windows than have ever been shown between the covers of a similar book.

Schack's Flower Books for the various seasons are known wherever window dressing is known, and when we say this is our best one, display men will understand that it is well worth sending for. Send for this fine book now and plan your displays early.



A Fall Window Unit

This is one of the many fall ideas shown in our new Fall Flower Book. It can be made easily by any display man and the cost is surprisingly small compared with the beauty of the design.

Schack Flowers

Our flowers are the standard by which all artificial flowers are judged. They are as good as can be produced through a combination of the best ideas, the best materials and the best workmanship. In our new Fall Flower Book are shown many new flowers, vines, etc. that have never been offered before.

Schack Specialties

While we have won our high reputation principally upon our flowers, we have also achieved the reputation of carrying the greatest variety of decorative specialties for the display man to be found under one roof in America.

It is our policy to be first with the new things and we have introduced practically every decorative specialty of value that has appeared during the past ten years. Our line of specialties now comprises hundreds of materials that are used by the display man. In our new Fall Flower Book are shown a number of specialties that are entirely new. Get this fine book and be the first in your town to show these new ideas.

Schack Ideas

Our new Fall Flower Book does not only show the latest products in the decorating line—it also shows just how to use them. Our special designers have arranged and combined various flowers and specialties and have produced some wonderful effects. These have been photographed and are shown and explained in this new book which has more than 400 illustrations. Send for it now—it's free.



A New Shade

This is one of the new shades shown in our Fall Flower Book. It can be supplied complete as shown or the display man can buy the materials and make the shade himself at a small cost.

Schack Artificial Flower Co.

1739-41 Milwaukee Ave.
CHICAGO

Schack's Two Parade Books

Now Is the Time for a Floral Parade

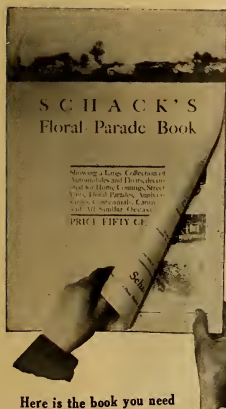
A floral parade can be promoted successfully in any town and it will prove a money maker both for the merchant and the display man.

Why not arrange for a floral parade in your town? These two books will tell you exactly how it can be done. They explain every little detail from start to finish and all of the information is based upon practical experience. There is money in these books for every display man.



Some of Our Expert Flower Makers

This picture shows some of our special designers and heads of departments in our big factory. Each one is a highly skilled expert in his or her line of work. They represent the best makers of paper flowers in the world.



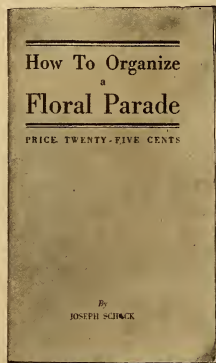
Schack's Floral Parade Book with Key

This book has 400 beautiful illustrations of decorated floats and autos and the materials with which they were trimmed. It will furnish unlimited ideas to the man who has any parade decorating to do.

The Parade Book is accompanied by a key, giving the approximate cost of materials required for decorating.

How to Organize a Floral Parade

This book explains everything about organizing and conducting a floral parade. Using the information it contains any one can easily get up a parade and make a success of it. Both of these are FREE. Send for them now.



This book is free to you

Visit Schack's Studios

When passing through Chicago on your way to the New York convention of the I. A. D. M., or at any other time you are in the city, make arrangements so that you can spend a few hours at our beautiful Studios. The visit will be well worth your while as we have hundreds of ideas to show you and you will find an equally warm welcome whether you come to buy or just to look. A visit to our Studios is well worth the time it takes.

See Our New York Exhibit

See our exhibit at the New York convention of the I. A. D. M. next month. We will show some of our latest productions which will prove of interest to every practical display man. If you have never seen Schack flowers you will be surprised to find how much beauty we can sell you for a small price. But—Send for our Fall Flower Book now!

Schack Artificial Flower Co. 1739-41 Milwaukee Ave.
CHICAGO

Note the Lifelike Features and Pose



One of my many models

Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

We are exhibiting at San Francisco three scenes representing:

La Terrasse de Monte Carlo.

(THE MONTE CARLO TERRACE)

Le Pesage au Champs de Courses de Longchamps.

(THE PADDOCK AT THE LONGCHAMPS RACE COURSE)

Le Casino de Vichy.

(THE CASINO AT VICHY)

With 60 new models of wax figures especially created for that exhibition.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

Make Your Headquarters With Us When In Chicago

Come in and see us when you are in the city. You'll find a hearty welcome whether you are in the market for our goods or not.

We are conveniently located in the heart of the downtown business district and we will be glad to have you drop in at any time—the oftener the better.

Have your mail addressed in our care and if you have any letters to write, dictate them to one of our stenographers. Make use of our telephone and make yourself at home generally.

If you are going through Chicago on your way to the New York Convention of Display Men, don't forget this invitation. We will do our best to make you glad you came to see us.

Incidentally we will show you the finest line of fall flowers and other decorations we have ever seen. Don't forget the address.

The Botanical Decorating Co.

504 South Fifth Avenue, Chicago

Spring and Special Opening ANNOUNCEMENTS

Quickly Made with Newman's High Grade
Interchangeable Metal Letter Signs

Made in all sizes, all prices, for all lines. Also Building
Directory Boards, Bronze and Brass Signs and Name Plates



The NEWMAN Changeable Sign system consists of a grooved backboard covered with cloth and letters are made of an ivory finished metal, provided with two lugs or grips placed in the grooves of the backboard and are removable and replaceable with extreme ease. Under ordinary careful usage these letters are durable for all time. Letters are made in five sizes, Viz:— $\frac{1}{4}$ inch, $\frac{1}{2}$ inch, $\frac{3}{4}$ inch, 1 inch and $1\frac{1}{2}$ inch.

We Manufacture the Most Complete Line in the World of Metal Signs, Brass and Bronze Tablets, Name Plates, Display Fixtures, Racks and Stands, Mechanical Window Devices, Advertising Devices, etc.

Write for Our Catalogs

THE NEWMAN MANUFACTURING CO.

NEW YORK:

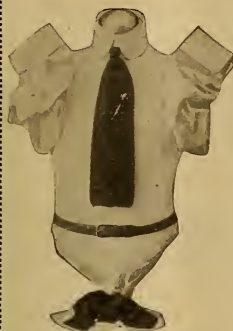
Established 1882

CHICAGO:

1011 Fourth Avenue

CINCINNATI, OHIO

108 W. Lake Street



No. 405 Men's Vest Form, special white jersey covered, wood base, adjustable to all heights, made in any wood finish on Oak or Birch.

Each\$4.00
Doz48.00

Great for Sport Shirts,
Silk Shirts, Neckwear

Do You Sell Sport Shirts?

Sport shirts are having a great run everywhere. The dealers using our No. 405 and 601 Shirt Displayers are selling by far the most Sport Shirts, Silk Shirts, Neckwear, etc., simply because they are displaying them in the most attractive and effective manner.

Room No. 100 Waldorf-Astoria

is where Convention Visitors will find our examples of new creations in Fixtures and Forms for the correct display of every line of merchandise that is sold at retail.

We have Booths No. 47 and No. 48 in the Convention Hall, where you will find our representatives ready and anxious to show you samples of our large line.

Send for this 64 page catalogue showing these Display Forms and hundreds of other new ideas in window display by—**Polay**—America's foremost window display artist. Request on your letter head brings it FREE by return mail.

Polay Fixture Service Suite 710-711 Medinah Bldg.
CHICAGO, ILL.
WORLD'S LARGEST MANUFACTURERS OF WINDOW DISPLAY WOOD FIXTURES



No. 601 Half-Bust Form Shirt Displayer, papier mache, covered with White Jersey Adjustable tube standard 12 in. to 22 in. tilting top, 6-in. base.

Price each\$1.75
Price dozen\$18.00



WHEN you come to the N. Y. Convention in August, we will show you some new faces and poses of Wax Figures that will make you sit up and take notice. Visit our Royal Blue Room exhibit in the Waldorf-Astoria.

Frankel Display Fixture Co.
NEW YORK



A LINE
TO CROW OVER

A
Brand
New
Card
Supply
Catalog

"It's the Cock of the Walk"

Devoted to the showing of new things that are not listed in our main catalog—such as Speed Pens, Air Brushed cards ready to letter, Card-board Cutters, Fall Opening Cards, Winter and Xmas Cards, Etc., Etc.

STUDY CARD WRITING

by means of our new course—either here at the school or by mail—over \$2000.00 spent last year in perfecting this course. It's the best in the country.

If you are interested in card writing get all our catalogs

THE KOESTER SCHOOL
215 S. MARKET ST. CHICAGO



From PRINTERS' INK

by Bruce Barton—on "Handling
1000 'Book agents on
Commission"

KEEN KNOWLEDGE OF WOMAN

"Mrs. Jones," he would say, "I am Robert Horton, 4478 Chestnut Avenue." To give the local address he felt placed him on a different plane from any ordinary agent, and helped to inspire confidence in the woman's mind. Then, in the quietest, most courteous fashion possible, he would proceed to explain the proposition, introducing the names of other prominent women who had subscribed, and offering at the end an order blank fastened in a lovely leather case, and a glittering gold pencil. It was a particularly beautiful pencil. There are few women who could resist the impulse to reach out their hands and grasp it—having grasped it there was to do but to sign.



There you have the big value in Welch-Wilmarth Interchangeable Units

THEY are an attractive force, suggestive, almost irresistible—that gold pencil that *sells*.

You talk about wanting salespeople instead of order-takers—this is a vital part of *selling*, this matter of *showing* so attractively that attention leaps up to desire, to first love, while the customer is in the store. In **YOUR** store.

Welch-Wilmarth Units are full value as Furniture. You get a little more than 99 44/100% of every dollar in sheer cabi-

net work, in plain commodity that you can measure, weigh, and on which you can count the coats of varnish; value that tops the field of store equipment from every physical standpoint. But after that, *more than that*, you get this vital selling intuition, this brain-planned store equipment, rounded out by nationwide experience. And it is this that helps the \$8 girl and the \$12 girl do what they cannot do, whether they are salespeople or ordertakers, if they face competition with indifferent display provisions.

We want you to put Welch-Wilmarth fixtures to every test that your judgment suggests. They are earners, dividenders, stock-turners, and the quality that appears in their complexions is bred in their constitutions.

Welch Mfg. Co.

7 Lyons Street

Wilmarth Show Case Co.

1524 Jefferson Avenue

Grand Rapids, Michigan

New York—20 West 30th St.
Chicago—233 W. Jackson
Des Moines—Shops Building

San Francisco—576 Mission St.
St. Louis—1118 Washington Ave.
Minneapolis—27 N. Fourth St.

Helena—Horsky Blk.
Pittsburgh—House Bldg.
Boston—21 Columbia St.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVII
NUMBER 1

JULY, 1915

Single Copies
Twenty-Five Cents

RETAIL ADVERTISING

THE RETAIL DIVISION OF THE ASSOCIATED ADVERTISING CLUBS OF THE WORLD HAS AN INTERESTING PROGRAM AT THE CHICAGO CONVENTION—SOME OF THE ADDRESSES

ASIDE FROM the conventions of the great political parties, it is doubtful whether a gathering of any kind in recent years has attracted as much newspaper notice as the convention of the Associated Advertising Clubs of the World, held last month in Chicago. The real importance of this notable meeting is clearly indicated in the large amount of space accorded to it by the leading newspapers all over the country. Various activities of the convention were discussed editorially; as also was the subject of advertising in its entirety. But in the main, the press of the country insisted that the slogan, "Truth in Advertising," means not only the promotion of good and effective advertising, but that it marks a better era in all merchandising, a higher standard of business ethics and a tremendous educational force both for the buying and selling public.

That section of the convention work devoted to retail advertising was of particular interest to the average retailer, as it was taken part in by a number of merchants and retail advertising men whose names are known from coast to coast. Meetings of the retail section were held in the large hall on the ninth floor of the Auditorium hotel and a number of interesting addresses were made. Some of them are reported in part in the following:

"The Power and Responsibility of the Advertising Department of a Retail Store" was the subject of an address by L. E. Kirstein, vice-president of William Filene's Sons Company, Boston. He said:

"The Filene store differs from nearly all others inasmuch as its publicity department is placed upon the same plane of authority and responsibility as other departments. It is our policy to devote pub-

licity to merchandise which the public wants rather than to merchandise which the store wishes to dispose of.

"All of this understanding and method is made the more possible because of the fact the major part of our advertising is planned in conference with the merchandise departments, far in advance of actual selling, so that there is ample time and opportunity for co-operation with the merchandise and other departments.

"It is not a part of the responsibility and duty of the publicity department to sell merchandise—simply to co-operate in seeing that the right merchandise is shown and then to exploit that merchandise in such a manner that sufficient curiosity shall be aroused to bring an adequate number of people to the store.

"We believe that the importance and power given to our publicity department and its policies are justified by the progress made, and we commend it to the careful consideration of our colleagues who are devoting large sums of money to the exploiting of their business, feeling sure that if the experiment be given fair trial it will prove of great benefit to the merchant and to the public as well. The public, as you know, will in the final analysis decide whether any institution catering to it shall fail or succeed."

WANAMAKER'S ADVERTISING

Joseph H. Appel, director of publicity for the John Wanamaker stores of New York and Philadelphia, discussed the interest of the people in advertising, and urged that "human interest" be injected into advertisements. He said:

"Advertising is the 'speech' of business.

"Advertising is to business what language is to man—its mode of self-expression.

"A business that will not advertise is both deaf and dumb and is as heavily handicapped in the world's progress as a deaf and dumb man.

"Advertising that is saturated with human interest is bound to be most widely read.

"The word 'news' as printed in our American news-

papers has come to mean 'human interest.' Stores must tell their own news in a human-interest way.

"The source of store news is the merchandise and the merchandise chief who buys it. Efficient advertising requires the writer's personal examination of the merchandise and the hearing of the 'story' of its purchase directly from the lips of the buyer who secured the merchandise in the wholesale market.

"Merchandise is dumb—until seen; then it speaks louder than words. To bring people into the store to see the merchandise—to speak for the merchandise until it can speak for itself—is the first step in advertising.

"Advertising must be fair to the merchandise as well as to the people it invites into the store.

"Advertising must 'square up' with the merchandise and with the store.

"To 'square up' with the merchandise and with the store, advertising must be accurate. To be accurate, advertising must be truthful.

"Advertising is as honest as the man who signs his name to it.

"A store is as honest as its advertising.

"Retail advertising is the people's guide in their everyday living.

"The newspaper is the natural medium for retail advertising and for all advertising.

"Newspapers circulate in the densest centers of population, where are also congregated the largest stores with the greatest volume of merchandise; they are therefore the most efficient mediums for all advertising."

HOW MUCH TO SPEND

I. R. Parsons, advertising manager of Carson, Pirie, Scott & Co., Chicago, spoke of the amount of money which should be spent in advertising. He believed that 2½ or 3 per cent on the gross business done is about the right amount, saying in part:

"I have some very definite ideas regarding how much a retail store should spend for advertising, just as I have regarding how that amount should be spent. But so many varying conditions surround the matter and there are so many different conditions constantly arising in the daily conduct of the retail business that to put any figure down in dollars and cents or in percentage is a most difficult matter indeed—and at best it will remain open to argument.

"We all know that there must be some limit to the amount a retail store should spend and there must be a figure below which a store cannot safely go in trying to save. I do not know of any retail store of any consequence which spends less than 1½ per cent, nor did I ever hear of any store lasting very long with a burden of more than 4 per cent. Between these two extremes lies the expenditure upon which a retail business can build and prosper.

"If a store does not advertise enough to make the daily happenings of its business known or to keep the

public informed of the advantages of every kind which it offers, whether they be of monetary or simply educational consideration, that store is just as much lacking in its plain duty to the public as is the store which resorts to methods of overexploitation. For in the one case the public remains uninformed about the store and in the other case the public is misinformed about the store. So a retail store, to be worthy of success, must advertise enough, just as it must not be advertised too much. Out of my experience has grown the belief that a basis figure amounting to between 2½ and 3 per cent on the gross business done is about the right amount the average store should spend for advertising. That is, if the store in question is situated in a fairly good location and its other physical features are equally favorable. Such a store, being generated by a merchant in the good old Anglo-Saxon meaning of that term, can fulfill its service to the public without spending over 3 per cent."

NEWSPAPERS BEST MEDIUM

Advertising in the retail store was discussed by A. G. Chaney, advertising manager of the Titche-Goettinger Company, Dallas, Tex. He said:

"The fact that retailers are spending from 80 to 90 per cent of their appropriations in the daily papers shows that they have learned the 'where' of advertising.

"The woman reads one of our ads and makes up her mind to buy what's offered. By the time she gets downtown it has escaped her memory. But either the window show or the display in the department will serve as a reminder, and she makes the purchase.

"If you want adequate returns on your advertising it should be backed up by show windows and department displays.

"This off-season business is a matter of ideas, and the ideas must be exploited by advertising. It is the ideas, and not the advertising, that will help make busy times at a period ordinarily very inactive. This is shown by the January white sale and the August blanket sale, every spring and fall sewing weeks and many other ideas along this line.

"Every successful store should reach a stage where the merchandise can be advertised less and the store more. But this point is never reached until every line of newspaper advertising that can be used to an advantage is employed.

"In the evening papers the people have the opportunity of sleeping over our propositions, and a night's sleep is a bad thing for any proposition that is hanging in the balance.

"Yet, on the other hand, they have to give our Sunday ads the sleep-over, and we get best results from these.

"The best thing to do is pick out the best home paper in your town, be it morning or evening, and spend the greater part of your appropriation with it."

W. R. Hotchkin, of the Cheltenham Advertising

Service of New York, and who has in the past directed the advertising of some of the largest retail stores in the East, read a paper entitled, "How Should a Retail Store Advertise? or the Style of Retail Advertising." Mr. Hotchkin laid special stress on advertising new goods rather than continuously featuring bargain days. On account of so much bargain-day advertising, people are inclined to think that the store is carrying an inferior grade of goods. Money spent on advertising bargains could be spent to better advantage advertising new goods, and in this way bring up the general tone of the store. That instead of spending money for bargains, it would be better to spend it to advertise articles before they were stowed away under counters, rather than be obliged to advertise them as bargains after being shopworn.

After some discussion, Mr. Hotchkin offered to furnish a copy of his paper to each member of the departmental. A delegate asked Mr. Hotchkin if he thought it was paying business to handle nationally advertised goods.

"My experience is that the most money is made by selling things quickly," said Mr. Hotchkin. "Whenever you retard profits, no matter how short or slight the hesitation may be, you take out part of the impulse, you take out part of the general result to be attained, and the storekeeper means to sell goods, and he does not mean to manufacture goods. There have been times in the past when there was great excuse for the store to manufacture its own products, because some were mislabeled and of poor quality, and there was a great deal of dishonesty, but that is going out of

business. There is nothing that will sell so quickly as an article that has a name. You take Colgate's shaving soap and Williams' shaving soap, probably you can get your own in the same factory, and sometimes you can get it made for a lower price, and the quality is just the same, but the people will not buy that under your own label.

"I was talking about national advertising to a man the other day, and the very first remark that man made was: 'If my products became nationally advertised I have to take out the little defects. I will have my label on them, and, of course, labeled articles will have to be better.'

"Now, there may be exceptions, there are exceptions to all rules, but as a merchandising proposition, to make goods and sell them quickly, you want to sell merchandise that people will accept and buy quickly and take right out.

"The private brands that go in with the pretense that the merchant can make a bigger profit, though sold at a lower price, is wrong merchandising. If you turn over three times the stock of your private brands it is a waste when you can sell it ten times or twenty times; turn over your nationally advertised product so many times oftener, even though it is bought at a higher price. The half a million dollars that the national advertiser is spending is spent to a large extent for your benefit, and if you open the door you are getting results from his advertising. If you don't open the door you just lose the benefit of his advertising."



Plate No. 9200—Summer Showing of Men's Wear by Harry H. Heim, for The Marston Co., San Diego, Cal.

The background of this window was gold plush over which was draped a tennis net. In the middle were crossed two tennis bats amidst a bunch of yellow lilies from which streamers of blue and yellow ribbon descended

to the floor. The floor was covered with green plush outlined with tennis tape. There were two plateaus, also covered with green plush and outlined with white tennis tape. Outing apparel was shown in this window.



Plate No. 9201—A Neat Display of Clothing, by A. A. Hansen for The Utica, Des Moines, Ia.

Here is shown a very good every day display of men's wear of various sorts. Those garments which had any special feature, such as silk lining or skeleton lining, were

arranged in such a manner that these features were very evident from the front. All of the garments were carefully pressed before they were put in the window. The



Plate No. 9102—A Straw Hat Display by Chas. Banks for S. N. Wolbach & Sons, Grand Island, Nebraska.

In this display the principal decorative feature consisted of an excellent scenic painting that covered the entire background and one end of the window. The foreground of the painting was merged into an arrangement

of wheat straw and daisies at the back of the window. The hats were arranged upon various home-made fixtures designed to conform with the general tone of the setting. Many hats were sold from this display.



Plates Nos. 9203-4-5—Opening Displays, by Chas. E. Orr for Goldstein-Migel Co., Waco, Tex.

These are three windows from a series decorated by Mr. Orr for the last spring opening. All of the windows were different, but there was a general similarity of the decorative scheme running through all of them. White fluted columns with Corinthian capitals were used through-

out for the doorways, pergolas, etc. In some of the windows there was a low balustrade also in white. Climbing roses and an abundance of foliage were used in all of the windows. Above the background was embossed wall paper. The merchandise was well handled.



Plate No. 9206—Front Decorated by Wm. Edstrom for Boxrud Company, Red Wing, Minn.

The above picture shows an attractive and well handled front. In the middle of each double window was a handsome scenic painting, surrounded by flowers and

foliage, in tones that harmonized with the paintings. The little window between the doors adds to the attractiveness of his front.



Plate No. 9207—A Spring Display by Clarence E. Duff, for J. Katzenstein, Marietta, O.

This was one of several windows of like design although each had distinctive characteristics of its own. The most striking feature of the window shown here was the fountain in the middle, just in front of the large panel. From the mouth of the lion water poured into a small basin from which it overflowed, trickling into a larger basin at the bottom. The water effect at the top was obtained through the use of glass tubes and glass bubbles with finer glass representing foam. Strung glass beads represented the water trickling from the upper basin

to the lower one where there were more glass bubbles, etc. Around the lower basin was real moss, stones, shells, etc., and in the larger basin were water lilies. To either side were beds of tulips, lilies, hollyhocks in various rich colorings. Back of these were sprays of natural foliage. At the right and left were French windows backed with solid masses of natural foliage. At the right was a bird house on a high standard and on the top of the house was perched a bird. At the foot of the post supporting the bird house was a bed of mixed flowers.



Plate No. 9208—A Wash Goods Display by Roy H. Heimbach, for Clarke Bros. Stores, Scranton, Pa.

Here is a display in which the materials are draped in large sweeping folds over high stands, a style of handling particularly adapted to this type of merchandise. The large panel with the curved top at the back was draped by shirring the goods along the curved top of the high stand. Delicate vines were draped over the upper part

of this arrangement, allowing them to hang down in front. Two high T-stands were placed close to the front of the window, to which the deep festoons were draped. The show-card had a picture in which the two figures were dressed in gowns made of the same class of material as are shown in the window. This proved a satisfactory display.



Plate No. 9209—A Stocky Display of Straw Hats by Carl F.Meiers, for The Plymouth Clothing Co., Saint Joseph, Mo.

This entire window was worked up in a color scheme of purple, the effect of which is lost in the reproduction. In the middle extending half way out to the front was a semi-circular platform, built of composition board. It was six feet long and two feet high, and on this were shown Panama hats. At the left was a group of straws at \$1.90, and at the right another group at \$1.00. Purple velour was

used to cover the circular platform and was also draped over the floor of the window, the floor being covered with straw matting. A vase of artificial flowers in purple and a sheaf of straw were used for decorations. The show cards and price tickets were purple and white. This was a stocky display, but it proves quite effective. One hundred styles of hats were shown.

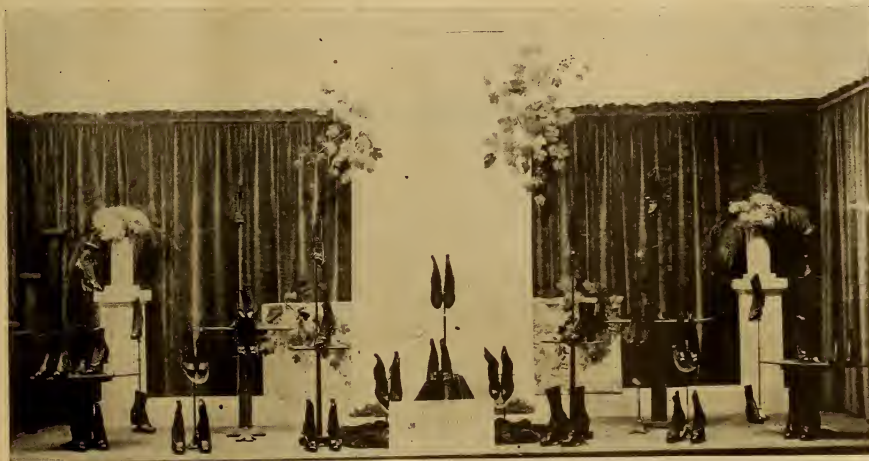


Plate No. 9210—A Neat Display of Shoes by Tom Allan, for Phelps-Dodge Mercantile Co., Douglas, Ariz.

The chief feature of this setting was a large scenic panel done by Mr. Allan and which stood in the middle of the background. It was three feet wide by eight feet high. The frame was painted white and decorated with foliage. At either side at the bottom was a section cov-

ered with imitation marble paper. This may be seen clearly in the picture. A base extended almost to the end of the window on either side and at each end of this base was placed a pedestal surmounted by a vase containing chrysanthemums and ferns.

SEMI-PERMANENT BACKGROUNDS

SOME SUGGESTIONS AS TO SETTINGS THAT ARE BUILT TO
REMAIN IN THE WINDOW FOR SIX MONTHS OR A
YEAR—SUCH SETTINGS NEED NOT COST A
GREAT DEAL OF MONEY

J. Clarence Bodine

MANY CHANGES have come about during the past few years, both as to the theory and the practice of window display, and it is evident that this process of evolution is not yet complete. Possibly the most significant change that has transpired is manifested in the added importance that is conceded to window display by merchants generally. The show window has justified itself in the eyes of every practical merchant. It has proved its selling power as compared with other mediums of reaching the public, and its exact status as a money maker has been determined beyond question. For this reason, the modern retailer has reached the point where he looks upon money spent for good window display as an investment rather than as an expense.

Another thing that the merchant of today has learned regarding his windows is to discriminate between good and bad—profitable and unprofitable methods of handling his displays. A few years ago it was the custom for the merchant to confine his interest in window decoration largely to the matter of price. The rest was left to the window trimmer, who was given a limited appropriation and left to work out the details as best he could. As a general rule, the trimmer took his scanty dollars to the place where he could get the most for them in the way of a show—he was not given enough to make a *good* showing, so

he had to make up in showiness what the setting lacked in quality. Although the display man might do his work with real cleverness, it is in the nature of things that his windows could not be much to boast of as windows are now judged.

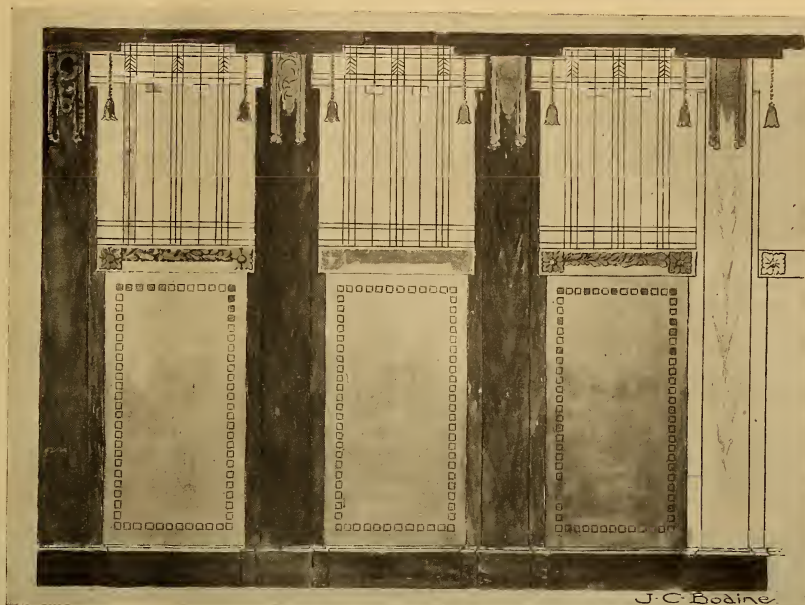
But the merchant of today has found by experience that a big "spread" in his window is not necessarily the sort of decoration that sets off his merchandise and makes it sell. He has found that good taste and judgment must be used and that the decorative materials should be in harmony with the merchandise that is to be displayed in the window. He has also discovered that there is greater likelihood of wasting money through spending too little than too much. Experience and observation have proved beyond peradventure that the old proverb applies to window display as well as to everything else—"What is worth doing is worth doing well."

Having learned that good window display is an important factor in the success of a retail store and that a reasonable amount of money must be spent to secure really good display, the wise merchant has set about to discover how he can invest his window display appropriation to secure the best results. All of this has brought about what, for want of a better term, may be called the semi-permanent background or setting which is meeting with a good deal of favor among practical merchants and apparently is growing steadily in popularity.

By a semi-permanent background is meant one that is designed and built to resemble very closely in appearance the expensive permanent backgrounds that are put in to last indefinitely, but which cost decidedly less than the permanent ones and therefore can be renewed or refinished from time to time, as occasion



DESIGN NO. 1—SEMI-PERMANENT BACKGROUND FROM A SKETCH BY J. C. BODINE.



DESIGN NO. 2—SEMI-PERMANENT BACK, BY J. C. BODINE.

may demand. To the average observer on the sidewalk there is no difference between the permanent and the semi-permanent background.

What is probably the greatest advantage of the semi-permanent background is that it offers an opportunity to satisfy at a comparatively small cost the universal liking for a *change*. One of the commonest of human traits is that we soon begin to regard as common those things we see day after day. This applies to show windows as well as to most other things. We see a setting once and are greatly impressed. The second time the impression is not so great, and after a while we have become so used to it that we accord it no notice at all. "But," says the practical merchant, "I can't afford to build in a whole new background every year or so. It costs too much." And so it does if one build in a regular back of solid wood. But the semi-permanent back can be put in at a cost that makes its renewal every year altogether practical. As a matter of fact, there are many stores in which the semi-permanent windows are put in new every spring and fall.

As a general rule, the semi-permanent background is built largely of composition board, which is covered with one of the comparatively inexpensive thin wood veneers or paintings of one sort or another, or a combination of paintings and veneer. Such a background is shown in Design No. 1. The sketch was made to show a setting combining architectural details in Circassian walnut relieved with gold ornamentation, and scenic paintings in a semi-poster style.

In front of the two middle columns are Circassian walnut pedestals surmounted by urns overflowing with seasonable flowers. Iridescent glass shades covering small lamps are hung by bronzed chains from the tops of the columns and add to the richness of the setting.

This is a typical semi-permanent window setting. Thin wood veneer is mounted on composition board for the architectural parts of the design, and the remainder is scenic work painted in oil on composition board. The ornaments may be of composition or carved wood. The cost of such a setting can be kept within altogether reasonable figures, yet the appearance is such that none but the initiated would suspect that the wood was not the most substantial cabinet work.

A setting of this kind has the advantage of being easily adaptable to any season. All that is necessary to change it from a spring to a fall or Christmas setting would be to change the paintings and the flowers, which could be done without much expense. Other minor alterations could be made as to the details of ornamentation and the entire setting would take on an altogether different appearance.

Design No. 2 shows another semi-permanent background setting laid out on the same general principle, but altogether different in appearance from No. 1. This also has the veneered columns with pendant lamps and bronzed ornaments. The upper part of the three panels is filled in with a simple design in leaded glass

and the lower part is a section of plain composition board tinted in neutral tones and ornamented by a simple border design in harmonious colors. Between this and the leaded glass above is a conventional relief design finished in bronze. If desired, the lower panels might also be finished in veneer to correspond with the columns. This setting would be especially suited to men's wear, in which case the veneer should be of a light tone.

These are but two suggestions from an almost unlimited number of others of the same general character that might be shown. They can be put in the window in such a manner that they will last practically indefinitely, as the materials that would ordinarily be used do not deteriorate with age. That, however, is not the purpose of windows such as these. They are intended to be used until their newness is gone. Then they have served their purpose—have earned their cost, and they are either completely changed in appearance or removed entirely and new ones put in. It not infrequently happens that a design such as the ones shown here can be used in a window

for six months or a year and then sold to some other store at a price that will go a long way toward paying for a new setting.

Naturally, a background setting of this character must be built carefully, or it becomes a parody. All of the parts must be fitted to a nicety, as any apparent evidence that the woodwork is not solid will destroy the entire effect.

Any first-class store that is doing a reasonably good business can afford to install one of two windows such as have been described at least once a year, because the new settings will afford an added impetus to trade that will soon pay for themselves. This is not merely a theory of the writer, but an opinion based upon the experience of hard-headed merchants who have tried it and know. Clothiers in Chicago and other cities who question every item of expense do not hesitate to install windows of the type illustrated here. When they continue to do this year after year it may be assumed with some reason that they know what they are doing and that the investment is a paying one.



Plate No. 9211—An Opening Display by J. H. Roy, for the Paquet Co., Quebec, Canada.

This is a companion of another similar window by Mr. Roy shown here. The floor was imitation marble, made from heavy cardboard and tinted in alternate light and dark

squares. In this window there were two high flower boxes trimmed with roses and foliage. Red silk velour curtains were used between the three windows in this series.

VALANCES

HAVE SPRUNG INTO ALMOST UNIVERSAL USE IN A COMPARATIVELY SHORT TIME—NEARLY ALL OF THE HIGH CLASS STORES NOW USE VALANCES—WITHOUT THEM WINDOWS SEEM BARE

ONLY A FEW YEARS AGO valances for show windows were practically unknown. It is true they were used in a few high class specialty stores and might be seen in the windows of an occasional department store, but their use was so limited as to render the few that were used markedly conspicuous. Today we expect a valance in the windows of every first-class store and where they are lacking the windows seem incomplete.

In the average window the valance is an actual necessity to finish off the top and give it the proper appearance. Without this modest decorative addition there is a bareness that ill befits the attractive setting within. There are but few show windows that are fitted out attractively at the top. In many of them there are panels of glass above the background to admit light to the store. Through this glass in many cases may be seen piles of boxes or other merchandise that is not at all attractive when viewed from the street, although it may appear all right to a person within the store. The valance serves in a large measure to cut off this undesirable view—not that it always actually conceals the view of the interior, but in some way the observer's view of the upper part of the window is arrested by the attractive valance. The valance also often serves to shut off the glare from the window lights, but

their chief value is a purely decorative one in the finish they give to the window as a whole.

Show window valances are now made in a wonderful variety of designs and from a considerable range of materials, and they are priced so moderately that any merchant can easily afford them. From the very simple and unobtrusive patterns that were used in the beginning, they have progressed into designs of the highest artistic merit, although the handsomest of them are invariably modest and unobtrusive in appearance. Colored valances are used to some extent but in most instances the conservative natural hemp color is adhered to. This is sometimes relieved with shades of darker brown with good effect.

In the accompanying illustrations are shown a number of different styles of valances that are popular. They will serve to give some idea as to the variety of designs that are used, although scores of others, all of them different, might be shown.

In the picture of the window of Lipman, Wolfe & Co., of Portland, Ore., the pattern of the valance can be seen but dimly as the material is semi-opaque. It is a Greek lotus design that repeats itself throughout the entire length. It will be noted that this valance completely shuts off the glare from the reflectors when viewed from the front although the reflection may be seen dimly in the glass at the back. Immediately back of the valance is hung a handsome puffed curtain. This is a large corner window and the effect is somewhat marred by the view of the reflectors in the other front which may be seen at the right. S. M. Moses, dis-



WINDOW OF LIPMAN WOLFE & CO., PORTLAND, ORE., TRIMMED BY S. M. MOSES.



A WINDOW OF THE UNION, COLUMBUS, O., DRESSED BY C. W. AHEROTH.

play manager for Lipman, Wolfe & Co., designed this attractive setting and placed the merchandise.

The window of the Union, Columbus, O., illustrates an entirely different kind of valance. In this case it appears as the lower edge of a puffed shade which is just low enough to cut off entirely the view of the upper part of the window. The light from the lamps above throw a glow upon this valance but they do not shine through. Carl W. Ahlroth designed and built this setting. At each end of the window was an old-fashioned rustic well. The upper part of each was made of ragged boards covered with imitation wood bark paper. Fall grape vines with many clusters of grapes served as the principal decorations. The "old oaken bucket" was filled with ferns.

The window of the Tenn Traffic Co., of Johnstown, Pa., has a light, almost transparent valance decorated with applique and small tassels. This makes an attractive appearance at night or daytime. Valances of this pattern are used throughout the windows of this store and add much to the appearance of the displays. They supply the finishing touch that is needed to make the windows complete.

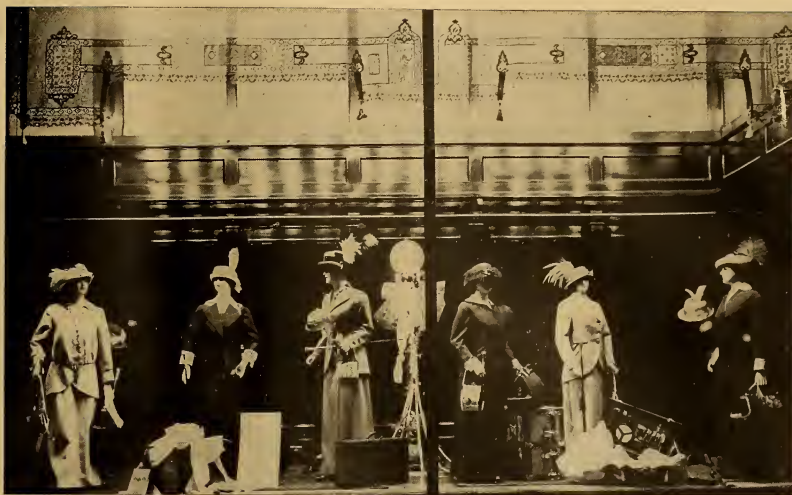
J. M. W. Yost, who is the display manager for this store, put in the display shown here. Almost all of the background was occupied by a large three-panel screen of mirrors with a period frame. The fixtures were designed to harmonize with the mirror frame.

In the window of the Robert Simpson Co., Ltd., Toronto, Canada, may be seen a valance in lacy design that is sufficiently transparent to show the design at night, yet in daytime it is practically opaque, cutting off the view of the top of the window. This is a much handsomer pattern than is indicated in the picture. The display show in this picture was placed by E. P. Burns, head display man for this store. It was one of a series of bridal displays and represented the bride in the traveling costume, just ready to depart. A club bag, suit case and trunk were shown open to display the bride's travelling accessories. In the middle was a large golden lamp with a white globe. This lamp was decorated with white ribbons, orange blossoms, etc. The background is plain mahogany.

In the window of the Eastern Outfitting Co., of Portland, Ore., is pictured a valance that is quite



PENN TRAFFIC CO., JOHNSTOWN, PA., J. M. W. YOST, DISPLAY MANAGER.



WINDOW OF ROBERT SIMPSON CO., TORONTO, CANADA, E. P. BURNS, DISPLAY MANAGER.

popular. It is made of fairly heavy material with a neat design that repeats itself throughout the entire length. This view illustrates how useful the valance is in shutting off the glare of lamps at the top of the window. The halation from three powerful lamps may be seen in the picture but this would not be noticeable to a person standing on the sidewalk in front of the window. This window was decorated by L. A. McMullen. The floor was of grey over which purple paper in 10-inch squares was placed to make a tile or marble effect. The background was of grey with panels of grey and white striped paper. The lattice work in the central panel was finished in silver. Below this hung two curtains of green velour. In each side panel was a cluster of flowers and ferns, supported by a small shelf finished in silver.

It goes without saying that any window valance should be of an inconspicuous character in design

and coloring as it is not intended to attract attention to itself so much as to serve as a finish to the window. For this reason, browns and tans are used almost entirely. An excellent combination and one that is used more than any other is a light brown or tan body, relieved by applique or embroidery in a deep, golden brown. Tan and dark green, as well as a number of other colors, are also used. In many cases the monogram or trade-mark of the store is worked into the window valance with good effect.

Valances are not expensive and, if good ones are bought, they will last indefinitely, as they can be cleaned whenever that may be necessary. For these reasons there is no object in buying the flimsy affairs that are sometimes offered by irresponsible dealers. It will be found economy to get good work in the beginning. Many of the most attractive valances have been designed by display men.



WINDOW OF EASTERN OUTFITTING CO., PORTLAND, ORE., L. A. McMULLEN, DISPLAY MANAGER.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

DURING THE PAST YEAR we have heard all kinds of arguments and statements regarding showcard writing.

What we really call a showcard now will no doubt be dubbed that until the end of the chapter, yet the word is a misnomer.

What we call a showcard should be properly called a card sign, and nothing else.

The showcard is considered by many a purely American product, and this, to the best of the writer's knowledge, is also erroneous. The showcard originally came from England and a man named Burgess, an Englishman, first introduced it in New York about forty years ago.

The word showcard really should apply to the printed or lithographed card which we see in street cars and which makers send out to advertise their products.

Every messenger going to the sign room in a department store asks for sign, *not showcards*.

It is unfortunate that so many conflicting statements are seen regarding this work; that so many writers state emphatically that their way is the only way.

Did you ever stop to think what a horribly dreary place this land of ours would be if every man wore a black derby hat, a black suit of clothes, black shoes, black tie, white shirt and white collar?

Well, there is just as much sense in saying that every man should make a showcard in the same identical way as there is in saying we should all dress alike or walk alike or talk alike.

Many who read this article will attend the convention in New York City next month, and it would be to the general benefit of all interested in card writing if there was a general discussion of the subject between the demonstrator and the convention.

Take the American Medical Society, for example. They meet in convention, talk over things in general, act like men, respect each other's way of doing things





and are continually striving to learn a better way, if possible.

And you must also remember that man derives his greatest education not from books, but from contact with his fellow man.

The statement has been made that the T-square is useless to the card writer. As a matter of fact, the writer uses it on much of his work and would be willing to enter a contest before the display managers' convention with any exponent of any other method to lay out a certain number of cards in the quickest possible time.

This is not to start a controversy, but merely to point to the fact that results count, no matter by what means attained.

Let us take up card Number 1: Here is a border striped with a brush, and it is only fair to say that a beginner could not attain such a uniform stripe in less than a year of constant application. Take the border on card Number 2: Here the lines were ruled with ruling pen and T-square. The man don't live, nor will he ever live, who can stripe two perfect par-

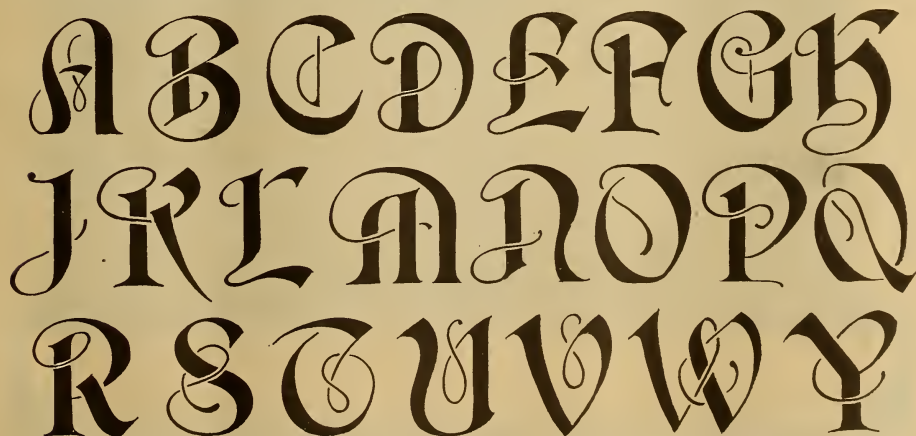


allel lines by the straight-edge brush-lining method. Card Number 1 shows the stripe of a *master of the brush*, card Number 2 can be made by the novice with the T-square and ruling pen. The border on card Number 2 is good and looks good—well, try it free-hand. The lettering is single stroke spurred—a number eight rigger was used; the card is a half sheet.

On card Number 1 is shown a simple air-brush ribbon panel, and the following suggestion is offered on these little skits, which are the same each side of the center line:

Draw one-half first, ending on a dead center. Cut the stencil carefully. Now lay this half on another sheet of stencil paper and outline with a sharp pencil; reverse and complete the other half—then cut. Save the first stencil unused, so if the completed stencil gets broken or worn out you have a good copy. What you have saved in getting the second half like the first offsets the little expense of paper.

The lettering on card Number 1 was made with a number eight rigger; style commonly dubbed one-stroke Roman. Card Number 3 is a "thing" such



A GOOD ALPHABET OF INITIAL LETTERS.

as nearly every amateur attempts. Lettering on a slant, snakes, letters backward, and lettering scattered over too large a surface of the card.

Now take card Number 4. Small letters, lower-case prevailing, bull's-eyed in center of card, range of vi-

interest in his work he may want to try his hand at a newspaper heading similar to the Martin panel.

Here, a T-square, drawing board, india ink and a few thumb tacks and a piece of bristol board are essential. An engraving house would charge \$3 and



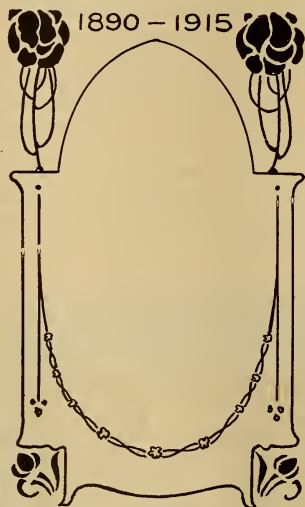
sion hits the whole instantly. Even if Number 3 did not have a letter backwards and the apostrophe left out of men's, cannot you see that Number 4 reads the easiest?

A Chicago business man once said to a Chicago card writer: "I like your cards because one can see

more for a design of this kind. As the name is fictitious, great care was not used in the small lettering, the whole being merely a suggestion.

Care must be taken to get a center first, and then get the design the same on each side.

Lettering, when dry, is often "trued up" with



what they say without spelling the words out." There's the rub, to get something that "he who runs may read."

Now, leaving actual card writing for a space, let us take up some little skits that will appeal to many of you. The card writer of today gets many things to do outside of regular store signs. If he has a great

white, providing waterproof india has been used. Lines which meet at a corner are often "cut sharp" with a sharp knife. The narrow blank panel shows a newspapers heading which is a little harder on account of curves. This panel could be mortised and bold-face type used.

In the little upright panel with 1890-1915 at top



SUGGESTION FOR A BORDER FOR HEADING.

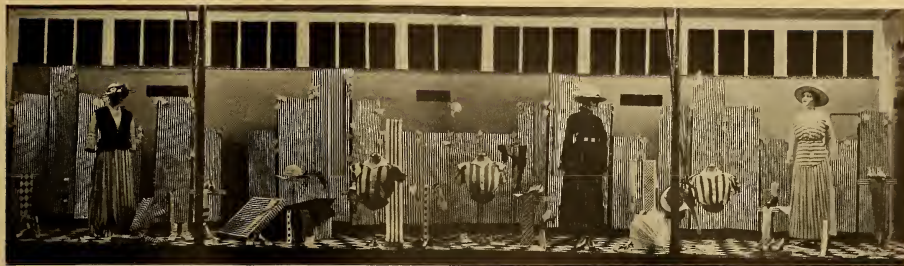


Plate No. 9212—A Black and White Display by Chas. Banks, for S. N. Wolbach & Sons, Grand Island, Nebraska.

Here is an unusual treatment which attracted a great deal of attention and received much favorable comment. The whole setting, including the merchandise was in black and white. Along the background were arranged a num-

ber of screens having panels of various heights covered with striped black and white material and trimmed with foliage. The floor was in alternate squares of black and white in checker-board effect.

is a suggestion for a single-column newspaper border where space is valuable.

This panel could be mortised for type, or, if only a little display is to be used, the lettering could be done with the speed-ball, ball point, Payzant or plug pens.

It also offers a suggestion for an anniversary show-card border. In this design the T-square is essential, the top oval was made in "two halves" with the French curve and ruling pen.

The fall millinery border is also intended for a newspaper or announcement use and also may offer a suggestion to the card writer. It follows, naturally, that the vertical lines can be lengthened a reasonable

distance. The compass was used in making the top curve. These four designs were made exact size of drawings, but in making designs for reproduction you should enlarge two or three times the size you desire your engraving to be.

A special effort will be made in future articles to make them still more valuable.

You have read something here you didn't agree with? You are having trouble with something? Something you think you would like or cannot get? Something you would like featured here that has not been dealt with? Then heed the notice which appears as a heading for these articles and sit down and write to the Showcard Editor.



Plate No. 9213—Front Trimmed by John A. Tague, for Bob the Hatter, Davenport, Ia.

Here is shown one of the modern fronts that are being put in by progressive merchants all over the country. Fronts like this add much to the display space and improve the general appearance of the store. The effect of these excellent windows is somewhat marred by the large

signs of a tailoring concern on the front glass. While such signs have a certain advertising value, they in a measure impair the value of the windows for showing other lines than those advertised by the signs. Few stores now use them.

NOTES FROM NEW YORK

MUNICIPAL FLAG FEATURE OF WINDOW DISPLAYS—NEW
BACKGROUNDS AT MACY'S—HEARN'S TAKE ON NEW
SUBWAY WINDOWS—AN OLD TIME DISPLAY AT
LORD & TAYLOR'S SILKS

F. F. Purdy

NEW YORK CITY'S new municipal flag began officially to represent the city on June 24. It consists of three bands of equal size, of navy blue, white and orange, with the city emblem on center stripe. The introduction of this flag is coincident with the celebration of the 250th anniversary of the settlement of New York. B. Altman & Co. featured the colors of the new flag early in June, with store decorations to correspond. The colors appear in various merchandise, men's and women's hat bands and neckwear, parasols, and silks by the yard.

Mr. Allert has installed a new background in the windows of R. H. Macy & Co., with all the panels of pearl gray, outlined in a gilt border, and this setting tends to emphasize the merchandise and throw it all the more into conspicuousness. Macy's stick to the merchandise every time, and show the goods attractively as possible, without ultra frills. This is a policy which department store managers generally must realize to be the right one. Every store cannot follow that policy. Some are so placed that extra attractions must be given, in various forms. But it is appreciated now that department stores are not a law unto themselves and

are just as amenable to commercial laws as any other enterprises. R. H. Macy & Co. have business policies that many other houses, in or out of New York, could study closely to advantage. During all the troublous times of the past season we have it on very good authority that, while a number of department stores were doing a very satisfactory business, Macy and Altman were conspicuous along this line.

NEW BACKGROUND AT SAKS'

Mr. Richter, of Saks & Co., has put in a fine background, and now has his back panels all in that black and white stripe which he showed recently in other ways. Above the panels, running clear across the stretch of front, is a narrow separate border, and in this little running recess there is a complete line of the same black and white stripe, matching that in the panels. This lends a very nifty appearance to the windows, and while attracting marked attention to itself, adds materially to the exhibits in the window. This black and white idea seems to be growing hereabouts in various ways. In the Bustanoby restaurant in upper Broadway there is the domino room, a noted dining place, which is decorated in black and white, and where black and white stripes are very prominent. Mr. Richter got hold of this idea by happening to see a wall paper in this style, and it appealed to him immediately. We noted his first use of it at the time, and since then he has received inquiries through the country for the source of his supply of the material.



Plate No. 9214—An Early Fall Display by Harry H. Heim, for The Marston Co., San Diego, Cal.

On the floor of this window was a gold colored carpet and the background was of golden plush. The dresses were in white and the drape was of white figured chiffon. The hats and other merchandise were also in white. The set piece was a gold jardiniere filled with a

large Boston fern in which other preserved ferns in fall tints were mingled with autumn leaves which were twined about the gold pedestal and bunched about the bottom. It was a simple, but remarkably effective treatment in gold and white. The card was on heavy matboard.



Plate No. 9215—A June Bride Display by J. W. Sanger, for Burke, Fitzsimons & Hone Co., Rochester, N. Y.

This is a display that requires little description as the fluted columns at the back served to support a plain middle columns were surmounted by a pergola. At the ing a luxuriant Boston fern. In the middle of the back-

details are all quite evident in the picture. The four lattice-work covered with wisteria and ferns. The two top of each end column was placed a jardiniere containing a tall wicker vase containing roses.

Charles DeVausney, late decorator for the Simpson-Crawford Co., and having charge of the bargain tables as well, has joined the force of A. I. Namm & Son, Brooklyn, and will have charge of the windows. He started in on Monday, June 21. Simpson-Crawford Co., under the new management, closed up its affairs last month, paying 100 cents on the dollar in complete and full liquidation.

J. J. Hannigan has resigned his post with Lord & Taylor. His plans are not fully arranged as yet, but Mr. Hannigan, who some years ago was in charge of the windows of R. H. Macy & Co., has a good reputation for his work in New York and will be an acquisition to whoever secures his services.

HARRY BIRD BACK FROM JAPAN

Harry Bird, display manager for John Wanamaker, has returned from his trip to the Orient, and made his first appearance at his post at Wanamaker's June 14. He spent considerable time in Japan, and also in China. It is understood to have been the plan to go round the world, returning via the Atlantic, but the violence of the prosecution of the submarine warfare at the time may have changed things. Moreover, one or two Wanamaker buyers went down on the Lusitania. During the fall season we shall doubtless see many a glint from the Orient in the Wanamaker windows and interiors, the result of this trip of some three months, on which Mr. Bird was accompanied by Mr. Talley, the Wanamaker display manager in Philadelphia.

Edward Moss, some years ago display manager for Siegel, Cooper & Co., Chicago, and previously for Stern Bros., New York, is spending some time in New York, with headquarters at 549 Riverside Drive. It is his intention to take up the work again in some congenial connection.

Cretonne is coming into even greater use than ever. Its first appearance was in connection with home furnishings, in which its growth was rapid and is well sustained right up to the present. It is ideal, in its sunny cheer, for summer homes, and for bedrooms at any season of the year anywhere. Cretonne has gradually been finding its way into the costumes and auxiliaries of women. A recent window of Saks & Co. showed some very classy waists with cretonne collars and belts and change purses attached to belts, also parasols, bags, hat trimmings, etc. This material certainly gives a fine dash to a costume, and where the same design is in the dress and all the auxiliaries the effect is possibly as chic as could be put together, especially for summer wear. Another Saks window was full of cretonne jumpers for little boys, in less buoyant designs.

MORE WINDOWS FOR HEARN'S

H. L. Bear, display manager for Hearn, had a bright idea the other day when, coming from his Jersey home to New York, alighting from the McAdoo tube at Fourteenth street. The blank subway windows there, formerly used by the Fourteenth Street Store, looked very blank to him, and it seemed as if their blankness invited people to pass Four-



A NOVEL HANDKERCHIEF DISPLAY BY MR. ROSSITER, FOR LORD & TAYLOR.

teenth street and ride on up to Eighteenth. Result, the house of Hearn has secured the use of those subway windows—seven in all—which Mr. Bear changes every week, making a fine showing of merchandise in each, with a liberal use of price tags. He cleaned the windows up in good shape and put in new backgrounds. A sign with this wording is in every window: "On sale in the store, half block east. Hearn, 14th street." This enlivening of the Fourteenth street subway station has resulted most satisfactorily. People often get off there who were wont to pass it by on account of its deadness. Throughout the departments of James A. Hearn & Son that are represented by merchandise in the windows there is a continual dropping of inquiries for goods "like those you show in the subway." The firm has lately spent some \$100,000 for iron stairways, etc., which would indicate that they propose to stay where they are, notwithstanding the rumors occasionally cropping up that they are to move uptown. Mr. Bear is anticipating spending his vacation on a tour in his car to Maine with a party of friends.

AN OLD TIME DISPLAY

With an old and honored house there are always experiences with old customers coming to light that affect store policies in considerable degree. The consciousness of a management that it is living up to expectations of a fine, conservative clientele is no small spur to endeavor. Lord & Taylor recently received word from a lady in Orange, N. J., that she had in her house a dress bought at Lord & Taylor's fifty years ago. Mr. Rossiter went over, and after an interview, brought the dress back for the centerpiece of a window of "ye olden time." Hence the

white frilled muslin dress, with jacket and cape and wide hoop skirt, was shown. On the floor was a large Colonial rag bag, an old Colonial secretary and bookcase, with Colonial silver, silver candlesticks, quill pen, old-fashioned sunshade, Martha Washington sewing table, Colonial tip table and old-fashioned nosegay with paper frilled border were the main ornaments of an attractive window exemplifying the life of half a century ago.

NOVEL HANDKERCHIEF DISPLAY

Another notable window at Lord & Taylor's showed the Panama silk handkerchiefs, the motifs of the designs of which are from the life of the primitive Panama or Chiriqui Indians. In the center was an Indian tepee, made of the handkerchiefs pinned together, and there were pillows, hats, bags, parasols, etc., of which this material was the principal part. The background was of same, except that the goods of corresponding designs were woven in the piece instead of being separate handkerchiefs pinned together. Mr. Rossiter, the Lord & Taylor decorator, is planning a trip to Chicago and the West the fore part of June, for observation of current western display methods. New York display managers are on the line of progress. They are not too wise to travel for ideas.

The Display Managers' Club is co-operating thoroughly with the arrangements for the August convention of the International Association of Display Men, and, as far as preparations have been made, it is safe to say that the part the members of this club will take will be one of the most notable features of the convention. The club met on Monday night, June 14, at its new meeting place in the Strand hotel, when the club's participation in the

convention was discussed. Among the speakers will be W. F. Allert, of Macy's, on "Our Profession"; Herman Frankenthal, of Altman's, and William Tischman, of McCreery's, on "Drapery and Color Harmony," accompanied by a number of drapes; Mr. Cronin, of Bamberger's, Newark, and Mr. Wendel, late of Gimbel's, on "Fashion Shows." "Ready-to-Wear and Furnishing Displays" will be discussed by Mr. Richter of Saks, Mr. Munn of Franklin Simon & Co., and Mr. Trewhella of Best & Co., Mr. Richter addressing himself especially to dresses and suits, Mr. Munn to riding habits and tailored goods, and Mr. Trewhella to misses' and children's wear. The subject of Mr. Schmehl, of the Greenhut Co., will be "Efficiency and Sales," on which Mr. Hibscher, of Plaut's (Newark), will also speak. Jerome Anthony Koerber, of Strawbridge & Clothier, Philadelphia, will speak on "Artistic Displays vs. Sales Displays." In the event of inability to darken the room for use of picture machine, Mr. Koerber will illustrate his points by demonstration or otherwise instead of by pictures. He has a fine collection of illustrations which he has used previously, to the profit and pleasure of the members of the Display Managers' Club.

MR. FRANKENTHAL'S DEMONSTRATIONS

Mr. Frankenthal will take his vacation the latter part of July, returning a few days before the convention, when he will prepare some six or eight different drapes specially for the visitors' inspection. These he will show at his headquarters in the Altman building, and he invites visiting display managers who wish to inspect them to pay him a call, when they will have more leisure to do so, without so much of a crowd. These drapes will be ready two or three days before the convention, and will be taken over to the Waldorf-Astoria on time when the display opens. The hotel, it may not be appreciated by some, is diagonally across the street from Altman's. Mr. Frankenthal wants the boys who see the drapes to get all possible help from them, and says they will be at liberty to take them apart at will to see just how they are pinned together. In order to give some of the visitors whose houses deal mostly in lower-priced merchandise an object lesson, he will have a drape showing how they can make a nice dress out of a 10-cent gingham. There will be fine materials used in the others, for it is understood that \$10,000 worth of merchandise will be used in his entire exhibit. Mr. Tischman will also have a number of fine drapes, with an elegant selection of merchandise. The name "McCreery silks" is one to conjure with, and is known from coast

to coast. Full arrangements were made at the club meeting already mentioned for the annual outing on June 20, which is now a thing of the past. There was a large attendance of members and their wives,

who arrived at the Empire City Fishing Club grounds, Staten Island, around 10:30, when they partook of breakfast. Afterward there was sailing, fishing and bathing, with a return at 1 o'clock, when they had a delicious snack of baked fish on the shore, while the regular dinner was served at 4:30. Meantime there was a succession of enjoyable games, including tennis, croquet, sack races, shoe races, and some sociable German games that all enjoyed. After a most enjoyable day the company dispersed, some by car and some by automobile. These social occasions have injected a spirit of friendship and co-operation among the display managers of New York that is very noticeable, and which tends to the general advancement of the art of the display of merchandise here and the genuine enjoyment of the display managers in their business.

At the club meeting of the 14th, it should be mentioned also, a committee was appointed, consisting of Messrs. Allert and Richter, to investigate with a view of securing permanent quarters for the club. It is becoming such a factor that it is felt that as soon as possible a regular meeting place should be secured, where members can meet and where visitors can be entertained.

§ §

RETAIL MERCHANTS in Duluth, Minn., are seeking closer relations with the farmers in their territory. With the view of establishing a better basis of co-operation, meetings are held between members of the Retail Merchants' association and representatives of the various farmers' clubs. This same get-together spirit is well worth working for—it will benefit both the merchants and the farmers.



Plate No. 9216—A Float by James O'Neil, Middletown, Conn.

This float was trimmed throughout in pink, white and green, tinsel being used for the lattice work. Under each arch were five swings which were kept in motion by ropes of roses leading to the sides of the float. The five girls standing between the swings made it appear crowded but they had a chair on either side. This float was awarded first prize in the parade in which it took part.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON President
G. H. LAMBERTON Sec'y and Mgr.
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EASTERN OFFICE, 1229 Tribune Building, New York City

Telephone 4349 Beckman

RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba	\$2.00 a Year
All Other Countries	\$3.00 a Year

W. M. REED, Traveling Representative, Subscription Department

Direct all Letters and Make all Remittances Payable to the Order of
THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.
Payments made to other than authorized collectors will not be recognized.

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THE SOCIETY FOR ELECTRICAL DEVELOPMENT, Inc.
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The International Association of Display Men

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*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

July, 1915

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An Abuse Stopped

SIXTEEN of the leading retail firms of Denver, Colo., who handle women's ready-to-wear garments have taken a positive stand against the "approval business." These merchants have issued a notice to the public as follows:

"For the protection of the public, and in justice to the merchant, the undersigned firms have found it necessary to adopt the rule that in the future

"Women's ready-to-wear garments will not be sent from the store on approval, and

"Garments that have been purchased will not be accepted for return or exchange.

"The adoption of the above policy eliminates a practice that is wasteful, costly and unnecessary."

The notice is signed by the Denver Dry Goods Company, Daniels & Fisher Stores Company, A. T. Lewis & Son Dry Goods Company, Joslin Dry Goods Company, Golden Eagle Dry Goods Company, Neusteter Suit Company, Gano-Downs Clothing Company, Louis Stern, Weakley's, M. D. Barnett, Nathan Striker, M. B. Ratner, Michaelson Brothers', Gem Garment Company, Salisch's Smart Shop, A. C. Kal-mus.

The merchants claim that the practice of sending women's ready-to-wear garments on approval is one of the worst evils to the garment trade. It depreciates the value of the merchandise, and involves a very heavy expense for handling and delivery. Also, it takes out of stock the very garments that should be available to the customers in the store. The merchants further argue as follows:

The action of the Denver merchants is in line with the same movement on the part of merchants over the whole country, who consider the practice as an economic waste. The experience of the ready-to-wear dealers is that the garment that is sold on approval seldom stays sold. It is a good deal as though a customer of a bank who needed money for a short time only were to go to the office of the cashier and say, "I want to borrow \$10,000. If I decide to keep the money for thirty days or longer, I will pay you your regular rate of interest, but if I find I can return it within a week, why, of course you won't expect me to pay anything for the use of the money. Will you?"

Such a proposition made seriously to a banker would entitle the proposer to a padded cell, and yet a customer who comes in and "purchases" a garment on approval is in reality making that kind of a proposition.

When a woman comes in and looks at a dress or a cloak, tries it on and sees the effect, she knows definitely whether she can wear it or not.

The purchasing public does not always realize that string, wrapping paper, delivery wagons, etc., involve a definite cost that must be charged to the customer before the merchant can add on his margin of profit.

Every movement that tends to lessen this cost is a saving to the customer.

Another feature of the approval business is the practice indulged in by certain unscrupulous customers of wearing approval goods to some social function, and then returning the goods next day to the store for credit. The percentage of customers who would stoop to this sort of thing is small, yet there are enough of them in every city to make it a trying problem. As a matter of fact, the whole approval system has been permitted for the benefit of the few at the expense and inconvenience of the many.

§ §

Why Be a Crape Hanger?

BUSINESS CONDITIONS in many parts of the country have not been as satisfactory as they might have been during the past year but that is no reason why we should try to break into the Mournful Order of Undertakers. Crop conditions and the general resources of the country were never in better shape and if business is slow it is largely due to the fact that too many "crape hangers" have been busy. Prosperity is largely a state of mind or, at least, it depends largely upon public confidence. There is no visible reason why we should not look forward to as good business as this country has ever known. People have the money but the words of the "crape hanger" are in their ears and they dare not let go of a dollar for fear that his dismal forebodings may come to pass. Cheer up and expect the best. Think that business is good or going to be good tomorrow; talk good times. And when you happen across a "crape hanger"—soak him.

§ §

M. O. Competition

RETAIL MERCHANTS in Trinidad, Colorado, are making a strenuous fight against the big mail order houses and they are being backed efficiently by the local papers. These papers do not waste space in lambasting the catalog houses on general principles. They get down to brass tacks and compare prices and values between the home merchant and the mail order houses. That is the only way to convince people they ought to trade at home. They have to be shown that they can make real money by doing so.

§ §

Order Fixtures Now

RIGHT NOW is a mighty good time to take a look over the store to size up what display fixtures will be needed for the coming fall season. You have the time now and the thing will have to be done sometime so why not get it over with? It is a poor policy to put off the ordering of display fixtures until the last minute. Most fixtures are made to order—at least they are assembled after the or-

der is received, and this takes time. It takes time to apply the finish properly and to get the order out. Then, too, at the last moment there are always a lot of other orders to be filled and many of them may be ahead of yours. In this way you may be disappointed or even unable to get what you want. Save time and trouble by sending in the order now when the maker is not so busy and can give your goods attention that it would be impossible to give them during the week before the season opens.

§ §

The Stevens Bill

LOOK OUT for the price maintenance law, otherwise known as the Stevens Bill. Every retail merchant should oppose this bill as vigorously as lies in his power. If this proposed law goes into force, the retailer will become practically an agent for the manufacturer, taking whatever profit the latter chooses to give him. It seems only a reasonable proposition that the merchant should own the merchandise he pays for and be privileged to sell it at prices that his judgment tells him are best for his own interests rather than best for the interests of the manufacturer. This bill has many powerful friends who are thoroughly organized and fighting for it as hard as they can. Write your representative about it and get other merchants of your city to do the same.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.
John R. Patton, Indianapolis, Ind.
Wm. M. Sheppard, Sioux City, Ia.
J. W. Sanger, Rochester, N. Y.
Aage Schiodt, Hutchinson, Kans.
H. H. Tarrasch, Columbus, O.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



Plate No. 9217—A G. A. R. Window by James P. Bain for Authier's Style Shop, Sioux City, Ia.

Early in June, the Tri-States Convention of the G. A. R. was held in Sioux City and the city greeted the "Boys of '61" in royal manner. The accompanying picture shows a remarkable display that was put in on this occasion. In the middle a large arch was erected bearing the words "Welcome G. A. R." In the rear was a scenic landscape in blue tones and in front of this was placed a figure dressed in red and holding a large flag on a staff. To the right of the arch was erected a throne upon which

rested a portrait of Colonel Davis, the leading figure of the reunion. Miss Sioux City stood beside the portrait in the act of drawing aside the veil. In front, at the right was a young woman holding a flag with the words "Welcome Comrades." At the left was a man's figure dressed in the G. A. R. uniform and in front of him stood a young woman holding up the national colors. On the large show card was a lengthy quotation from President Wilson's Baltimore address on "Our Flag."



Plate No. 9218—Clothing Display by Carl F. Meiers, for The Plymouth Clothing Co., St. Joseph, Mo.

At this season of the year the merchandising manager of most stores is more intent upon clearing out his stock than anything else. As a consequence, the display man is called upon for stocky displays rather than artistic ones. The object is to move the goods and move them as fast as possible and, with that in view, many consider it wise to show as much merchandise as possible without undue crowding, and all with price tickets. It is sometimes quite a task upon the skill of the window dresser to make a presentable window with little or no decoration and, at the same time, to put in two or three times as much merchandise as would be used on most other occasions. However, the thing can be done. Here is shown a pic-

ture of a stocky display in which an unusually large amount of merchandise is shown, although the window is not badly crowded. In this connection, however, may be stated that the photograph gives the impression that this display was much more crowded than it actually was. In order to secure additional display space, Mr. Meiers built a platform about three feet high and extending out three feet from the back of the window. A green velvet curtain was hung on this and the effect produced was that of a double deck window. Every garment in this display could be seen distinctly, although very stockily trimmed. Each article shown had a price ticket. This display resulted in unusually large sales.



Plate No. 9219—A Novel Interior Decoration by Carl W. Ahlroth for the Union, Columbus, O.

Here is shown an unusual and highly attractive scheme of decoration for a clothing section. The pergola, canopy or whatever it may be called was made of 2,000 cane fish poles and ran the entire length of the clothing cabinets. Jap lanterns containing electric lamps were hung at intervals and these were kept burning all day. Palms were

distributed along the top. A grass rug was used to cover the floor throughout the entire distance. The posts supporting this structure were made of square timber which were covered with fish poles split in two and nailed on. This made a highly artistic setting for the Palm Beach suits, with which the cabinets were filled. It had the



Plate No. 9220—A Float Decorated by Len J. Lockwood, for Moorman & Todd, McLeansboro, Ill.

Here is a new idea in parade decoration. The chief feature of the float was an enormous double star made from floral festooning and having an opening in the middle where two women were seated. At each corner of

the platform was an upright covered with festooning and having a curved top from which an immense red paper bell was suspended. The star was intended to advertise "Star Brand" shoes.

Department Store Card Writing Problems

—Article II—

The White Versus the Colored Card

by

J. W. Johnston

AT THE CONCLUSION of my first article of this series appearing in the June number of the MERCHANTS RECORD AND SHOW WINDOW, I wrote the words:

"The incalculable financial value of that great business asset, *Pride in Appearances*."

I wish to emphasize again here and now that the day is already past when any old sign, of any old color, in any old ramshackle holder will serve its purpose nearly as effectively as neat, *clean*, upright, RESPECTABLE SILENT SALESMEN. That is exactly what every advertising card of whatever kind is—a SILENT SALESMAN. Every sign or card directing the business visitors or friendly visitors to a store department or to a store convenience is a SILENT FLOORMAN. To insist that the flesh and blood sales people be uniformly garbed, neat, *clean*, and thoroughly RESPECTABLE—in more ways than one; while the silent salespeople and the silent floor men shall look filthy, act slovenly, and convey poorly lettered messages, is the height of inconsistency and contradiction. Yet exactly this is the attitude of some who have the utmost confidence that the ideas of the past with relation to Card Writing features of Department Store Publicity will suffice for the present, and that they who wield Might over Right have nothing to learn from such an inferior class of employees as the Card Writers and Sign Makers.

I have set out to place a skilled form of labor, a very valuable form of labor to any business, in its proper *status*. The craft of the Card Writer will be dignified and lifted out of the waste paper boxes and ash cans of more than one business house of this country, if I am not mistaken. Hard, cruel, and *cold* employers, who for countless years have subordinated the artisans of today, who are the successors of the monks who handed down to us by their manuscripts of the pen and brush the priceless literary treasures of the past, will also have my sincere attention. They will have argument rather than abuse; but where argument and truth and *fair play* have no welcome, there will every projectile of my heaviest artillery be thundered until Right is more than once enthroned over Might, and the Card Writers and Sign Makers of department stores and the smaller marts of trade are placed where they belong—on a level with those responsible for the employment, the appearance, the conduct, the RESPECTABILITY and the SERVICEABILITY of the living salespeople, who frequent-

ly do not outsell the SILENT SALESPeOPLE by their sides; on an equality with those who train, direct and fashion the FLOORMEN of the establishment, who never have and never can direct with more dispatch, more courtesy, more pleasure and less noise, a customer to a desired destination, than the well-groomed, properly displayed signal or messenger created by the skill of the pen—the steady stroke of the brush.

The lovely embellishments of the Knights of the Pen and Brush during the Middle Ages are known to every student of beauty in art. The grace of line and the tender care with which they touched with their bits of color the thought of authors is prized wherever worth is guarded by municipality and state.

Today in every temple of business worthy of the name, in every cathedral of the mercantile world, there are men and women giving their best thought, their best energy, to the preparation of work to be transmuted to the printed or lettered page. Should these authors of the business world, these winners of the bread and comforts for the home and family, have their work *slapped* on dirty surfaces, with dirty materials and begrimed tools, to be displayed in slipshod fashion?

Put me down as one not among men of such selfish minds. Put me down as one not to be thought in accord with such injustice of man to man, and kindly disassociate me from such colossal ignorance.

THE WHITE CARD

But we have a culprit on the stand. Let us now continue our examination. In the former session it was shown that the indictment against the defendant presented counts charging:

- I—Easy Virtue,
- II—Cheapness of Appearance, and
- III—Commonplaceness.

My readers must determine whether I have presented sufficient evidence to sustain the charges. However, I will now announce that there is another count in the indictment against the White Card. It is a more serious and much more vital offense against the community than any charge which has yet been made. It is this,

- IV—Difficulty to be seen.

Already I can hear a great shout of protest from a concourse of gray-haired merchants, a moan of dissent from bespectacled friends, and the silent shaking of heads and the looking down at the ground of students of the question under discussion, who *always*

supposed, rather than *seriously thought* of the truth of the matter. Understand, I do not contend that there are not sign combinations possible which are not more difficult to discern than the black letters on the white background; but what I do allege and what I will endeavor to prove most conclusively by a simply overwhelming mass of evidence and by a simply pulverizing weight of authority, is that there are *MUCH BETTER* combinations of paint and backgrounds than black and white.

It distresses me beyond the power of expression to understand the value of a philosophy which constantly and incessantly seeks to find what is worse and what is inferior rather than what is *better*, what is more serviceable, more practical, more economical, and finally, more intelligent in every way. In short, I am not going to look down to what may have served well the time and generation of years ago. I am going to look up to something that is better and something that is already being recognized as being better by those who have had the time to reason with rule rather than rule without reason. Like every other benefit which we win, like every other gaining of a height, taking us to something *better*, it means a *climb*, an adjustment or a readjustment of the mind, if you will, from the needs and ideas of the past to the needs, ideas, fashions, and *DISCOVERIES* of the present day.

REFLECTIVE QUALITY OF WHITE

Now for some plain common sense. Everybody knows the high reflective qualities of WHITE. No fat woman who wishes to appear spirituelle, or slim, or "spare," will appear in a white gown in the sunlight or where any bright light will strike her. At the sea shore, stout ladies in white are often mistaken for balloons, their husbands in black for the aeronauts, and we naturally wonder at what time the ascensions will take place. Why? Because the white of the woman's garb is made to appear much larger than it really is on account of its high reflective qualities. The black garb of the gent in his "Sunday best" reflects no light. As a matter of fact, we all know that the black absorbs or actually "sucks in" the light, and incidentally, the heat. At Palm Beach and other beaches of tropical temperature they do not wear black, for the very reason which we all well know from our own personal experiences with perspiration plagues and those unquenchable "lemonade" thirsts.

The purpose of any background which best serves the purpose for which it is intended *from the standpoint of color value* is to enable the color or the message in front of it to "stand out," or, as we sometimes say, "to be set off."

But it will be said of someone: "We write on white paper backgrounds. We print our books on white paper." Perfectly true, but we do not do so because this is the combination which is the easiest to be read by those with healthy, normal eyesight. Space will not permit me to go into the various "fancy" effects

certain color combinations produce on the various forms of defective vision; and we must in these problems, the same as in all other problems of life or business, consider only the "*greatest good to the greatest number*." Were we to work from any other viewpoint, and so overthrow this principle, the department store, or the American NEW SYSTEM Store—as it is deemed by the world's greatest living merchant—would be promptly railroaded out of existence by law as a menace rather than a benefit to the people.

ABOUT PRINTING

No, we do not print black letters on white paper because they can thus best be seen. We print black ink on white paper because it is more CONVENIENT to do so. Ask any printer if it is easy to get a white ink which will print white on a black surface with one impression. He will tell you there is absolutely nothing more difficult to get in the whole realm of printing materials. The manufacturer of printers' inks who can produce a white ink which will print a perfectly white line on a dead black surface with one impression of the type will soon rival in riches the man who discovers the "dope" which will grow the hair on the many bald heads which are patiently waiting.

BLACK BEST BACKGROUND

The result of this lack of proper materials has been that we have had to get along the best we could with what we had. Today, in order to print white letters on black backgrounds with type, it is necessary to make three and four impressions on the same spot before the desired white on black, *which is the very best background it is possible to secure in this world*, is attained. Think of the time necessary to make these over impressions, the time necessary for each coat to dry after being printed, the expense incidental to this extra material, extra labor and extra time, not to speak of the great risk of loss by waste on account of the difficulty of having these repeated registrations perfect; and it should not be necessary to explode a charge of nitroglycerine in the ear of any *fair-minded* man in order to convince him that we do not use black letters on white because it can thus best be seen in this arrangement, but because ink makers have not yet discovered a one-impression white ink which will do the trick which black will now do on white paper. Paper makers have long been ready with the black paper, but the ink makers have not yet "delivered the goods" in the way of a satisfactory white printing ink. As soon as the white printing ink is produced which is "perfectly white and which works perfectly," mark my words, newspapers will be printed in white letters on black backgrounds, and white letters will appear on the black pages of books. The advantages of white letters on the black background over black letters on white backgrounds are so numerous and so favorable to the healthy, normal eyes of the great majority of people of equally healthy,

normal minds, that I dislike wasting my writing fluid to argue the point.

But I will give a few examples. Please look at this card marked Example 1. Then look at exactly the same card with the reversed effect designated as Example 2. Do I have to debate the point with anyone? Fold this magazine and set it up on a chair or mantle. Stand away twenty feet. If you cannot read the white letters on the black background (Example 2) much more promptly and

YOU SEE THE
WORDS
ON THIS CARD

THE EFFECT IS DISTINCT AND DISTINGUISHED

EXAMPLE 1.

at a much longer distance that you can decipher Example 1, my advice to you is to grab your "Kelly" and beat it to the nearest oculist. There is something the matter with your "lamps." Start early and avoid the rush.

But hello! Here comes the calm, calculating fellow who announces that black letters on white backgrounds are best for the eyes because we are *accustomed* to the black letters on the white pages. I have met this gink before in my travels, and know his argument. He is the same specimen who would argue, if we had more time in court to devote to his soft-boiled talk, that our grandparents could see better to read by the whale-oil glim or by the tallow dip, or by the smoky kerosene chimney than they could read by an Edison "Mazda" lamp, and all because they were *accustomed* to the sputtering flames of oil or tallow, or the wiggle-waggle of the gas jet. Officer, remove this witness to the observation ward. (By order of the court.)

Now, my friends, exactly the same difficulty the printers have encountered in their endeavor to find a first-class white ink is what Sign Makers and Card Writers have encountered in the preparation of their cards and signs for interior advertising purposes. They experienced no difficulty whatsoever in finding a white oil paint, but very few interior signs are made with white oil paint. It takes too long to dry, for one reason. It cannot be used for pen work, for another. A perfect white water color paint for pen or brush has been the great need. Hence, until quite recently the necessity of using a one-stroke material. Black, from time immemorial, has had the "call." White cards were naturally advocated by Card Writers who received so much a "lick" for every sign made. I

have been aware of this need for about thirty years, on and off, and I am very happy to say that I have positively solved the problem of a one-stroke water color white for pen or brush, and I certainly intend to pass the good news along. The result of my many investigations will be placed at the disposal of others to enjoy. The pleasure is all mine in the announcement, I assure you.

What is self-evident by way of white lines on a black background for the preparation of words on

YOU SEE THE
WORDS
ON THIS CARD

THE EFFECT IS DISTINCT AND DISTINGUISHED

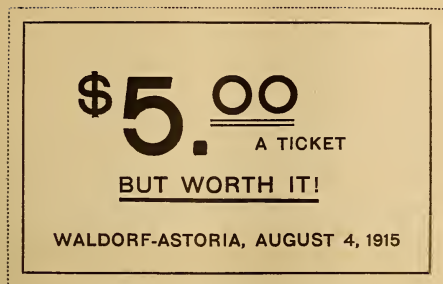
EXAMPLE 2.

signs is equally true for the use of figures, which are, after all, the most generally utilized feature of the largest number of advertising cards, but which are assuredly not the only factor or feature to be considered in connection with the preparation of a price ticket, as I shall immediately point out.

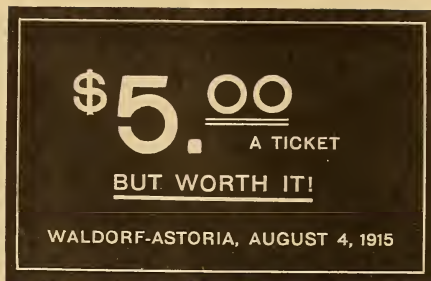
It was proclaimed to me on one occasion by a possibly well-meaning, but certainly unschooled and thoroughly *unqualified* judge of the subject, that it made no difference "whether the cards were pink, red, green, brown, or sky blue, or whether they were hung up, nailed up, stuck up, or glued up. What the customer wanted to know was the price of the article. "49c. That was all."

I have studied geology in my day, and have collected fossils which went back before the memory of man runneth not to the contrary thereof, but I have never heard such an utterly ridiculous contention. I do not deny that the letters "49c" were important in the sign, and I do not deny a trolobyte fossil in the geological collection in a museum case was once a crab, but the now cold, hard, stony fossil of historic age is as devoid of blood and life and quite as devoid of complete *up-to-date usefulness* as the argument I have just quoted.

The result of that theory, the fallacy of the contention, the absurdity of the dogma, was in evidence about the place of business of the man who made the announcement; for a thorough investigation of the results of this erroneous creed showed that not less than a dozen different colored cards were in use within a definite, limited area, and the general appearance of the interior decorations of the various rooms which I visited in my studies, hoping to bring something home of value, was more like the effect seen through a



COMPARE THESE TWO CARDS.



THIS IS EASIER TO READ.

kaleidoscope than anything I have witnessed since the Christmas mornings of my childhood days beneath the fragrant boughs of the merry Santa Claus bush.

Were there nothing to be considered but the price mark or a price ticket in a place of business today, why should not an Irish department head of Nationalist proclivities have the green cards so dear to his heart; his Protestant countryman of Unionist inclination, the orange cards; the dear ladies in charge of the infants' wear, the baby blue cards? And were I a department head in such a house of color chaos, I would certainly be looking for something in the card line of a Scotch tartan design, and why not?

However, all business invitations extended for hospitalities—and every advertisement of whatever kind is surely a business invitation—cannot be accepted. We can only hope to judge by appearances in general, and to wish to make business friends and associates among those of reasonable standards, and not among those of selfish, ingrowing minds.

The business man of the present day, who has not long since outlived his usefulness, is the one who thinks of others rather than himself. The business policy of "Smallest possible expenses and largest possible margin of profit" is the creed of the egotist in business. It is not the creed of business altruism. It is not the soil in which the plant of every equitable business transaction is grown to flower into the perfect twin blossoms of mutual benefit and mutual satisfaction between all merchants and all customers, which blossoms should be the emblems of every correct and proper business transaction.

A poorly lettered sign is like a gum-chewing clerk. It is not distinctly or clearly understood. Gum-chewing clerks are prohibited in all wide-awake business establishments, we say; but I have seen silent salesmen difficult to understand where the living salesmen were the models of precision and order. Beautiful example of inconsistency, was it not?

I have seen dirty, slovenly silent salesmen hanging about on dog clips or lying around on merchandise, like drunkards on a garden sward of rarest beauty and color, and no one seemed to care, no one seemed to mind. It was "all right." It had sufficed during the

"early General Grant" epoch of interior store decoration. It would do for all time alongside of the masterpieces of art which adorn the Acropolis at Athens. Not so.

A vulgarly made figure, a vulgarly lettered message announced by a display card is as much an affront to the intelligence of the average American customer as an onion-breathed or a half-soused clerk. I mean it. True, I may be original in my ideas, but heaven knows that I am not inconsistent, not contradictory to myself, and not a hypocrite in the sight of those who know me best. I submit that all in authority who are so infernally strict on store regulations for the appearance, conduct, serviceability, and even personal morality of their animate salespeople; and so pathetically lax with regard to the appearance, style, economy, serviceability, and general RESPECTABILITY of their display cards and their store directory signs, or inanimate salesmen or floor directors, are either guilty of gross negligence or stubbornness beyond compare.

(To be continued next month.)



Plate No. 9221—A Rig Decorated by Chas. M. Smith for J. N. Higman & Co., South Bethlehem, Pa.

This vehicle was decorated for a Home Week celebration. It was decorated in red, white and blue paper and artificial flowers. The canopy was made of three-fourths inch strips and carried five lanterns that were illuminated by night.

SHORT LENGTHS FOR THE AD-MAN

LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF

The Carnival of Dresses—for women, misses, girls, children and infants.—This is unquestionably the greatest assemblage of up-to-the-minute dresses at the most favorable prices we have ever known to be offered in this city; an event of unparalleled importance in point of ECONOMIES.

A World of Charming Dresses—\$5.98, \$6.45, \$12.50, \$15 and Upwards.—Dresses of voiles and dresses of net and dresses of organdie, plain, simple styles, coat effects, plaited ruffles, weighted with laces and embroideries—every bright, summery color and all white. We believe you will say what we have said—prettier at their prices than ever before.

Suits and Coats for Women, Misses and Girls.—This is the tale of a moving such as was never before seen on May Day. It is a moving out of merchandise that normally should have over a month of selling time before it. Included are some of the most seasonable and fashionable Coats, some of the smartest appareling for children that has been shown anywhere in Greater New York this season. The price range in many instances is half of former prices, in a few the reductions are even greater.

Women's \$1.50 2-Clasp Kid Gloves, 95c.—Gloves of real French Kid, fit for the consideration of any woman on grounds of excellence in material, making and fit. They are soft, pliant, beautifully fashioned and neatly finished—in fact, we think you will not find many \$1.50 Gloves which are in the least superior. White, black and colors.

Wing-Trimmed Millinery—Has an Air of Great Distinction.—The Perkiness of the angles at which the wings may be set has much to do with the universal becomingness and fashion of the Hat trimmed with wings.

And this is true of the large Hat as of the small, of the Tricorne and Sailor as of the Turban.

Some Tricorones look best with an array of small wings about the brim, some with large wings posed upon the crown. The Turban may carry the wings on the top or on each side. They may be placed anywhere you choose upon a Sailor with good effect.

Clearance of Suits—For Women and Misses.—These are price reductions that concern merchandise of real and attested value. The garments are absolute in fashion. They are made in men-tailored, shape-retaining ways. They are in correct colors and patternings. And they are the weights suitable for present and for summer year. A series of special advantageous purchases brings us a rich harvest for the woman who wants the fullest value for her dollars.

A Sale of Children's \$1.00 Wash Dresses at 49c.—Let every mother who has children's dresses in sizes two to six years, to buy, take advantage of this sale—and thereby profit. They are dresses we have got in this spring to sell at \$1.00—because they are worth it, in material, in trimming, in every way. But, regardless, we have marked some ten dozen of them 49c. Ginghams and crepes, charming little styles, with belts placed here and there, straight styles, plaited skirt styles—every color. If the children will need a dozen during the summer, buy a dozen now. The savings warrant it!

Bathing Costumes that will appeal to the smart woman are shown in most interesting variety in the spacious Department on the Third Floor. Everything that is new and chic, in design, material and color scheme, is featured in this alluring collection, which represents the most advanced ideas of the best designers in Europe and America.

Tailored Suits, \$14.75.—These suits "live up" to the advertising. They are, as a matter of fact, better than we say they are! We admit an enthusiasm about them, and that prevents us from talking about them in a stately and rigorously conservative fashion. You will find suits better than these, but the prices will be higher. You will not find suits as good as these at a price anywhere near \$14.75. Those statements are based upon accurate knowledge of the local market. The materials are all wool, and there is sufficient

variety to enable you to pick a distinctive and yet becoming style. Sizes 14 to 44. Alterations free of charge.

Silks That Glory in a Tubbing—For Summer Wear and Lingerie.—It is a comparatively new fashion, this of silks that go to the laundry with as much satisfaction as a piece of muslin. A very practical fashion as well, since it gives all the grace and glory of the most luxurious fabric—Silk—with the service and practicality of cotton. These are Silks for service, for summer blouses, for tub frocks, for washable petticoats, for negligees that one wishes to keep dainty and fresh, for undergarments and night attire, for motor wear, for men's shirts. Those that are patterned are in charming grouped and Pekin stripings on plain and jacquard grounds and in every pretty color shades approved by women of good taste. The Shantungs are in the cool summer "natural" shade. The Crepes de Chine include white and flesh as well as other shades suitable for garments that may be laundered.

Summer Cottons—White: Colored.—White Goods serve as well as anything to point to a moral. The weaves you want are here—not in stingy assortments gathered for the purpose of "putting on a front"—but in abundance—rendering choosing a pleasure instead of a task. In other words, at Kerr's, it will not be necessary for you to compromise to select something other than you had decided on, thereby forcing you to revamp your summer dress plans. This is service, as you can construe it. There is also, another side to our white goods operations; buying on such a large scale has a profound influence on prices; it lowers 'em!

Children's White Dresses.—Sizes 2 to 6 years. Perhaps the most notable feature in the diversity of styles. While you are charmed with the daintiness of one little dress that has just a hint of a skirt, so long-waisted is it, there beside it you see another just the opposite and just as charming—an Empire style. These in lawns, dimities, organdies. Priced at \$1.25, \$1.50 to \$1.00.

Correct Styles for Misses and the Younger Set—in all the diversity which the present fashion demands, are shown in the Department on the Second Floor. Here will be found garments adapted to all ages and types of girlhood and early womanhood, as well as to maturer women of slender, youthful figure. In the regular stock are:

400 Women's Fancy and Mannish Tailored Suits—At the Remarkable Price of \$18.50.—Six models, each accurately interpreting some one or more of Fashion's latest words. Each authentic to the most minute detail. Workmanship and finish of extreme excellence. Incorporated are the newest ideas in collars, sleeves, vestes, belts, pockets and lengths of coats, and the latest approved modes in skirts. Trimmings of braid, ornaments and buttons.

Separate Skirts.—Something's the matter with our skirts. The selling is breaking records. We know what is the matter, and customers know the moment they fix eyes on them. They've got the right swing and hang: They have the lines of the modes: They flare where they should: They do not wrinkle and pucker at all, because they are tailored skillfully by the best tailors in the land!

Flower-Trimmed Turbans—15 Distinctively New Styles—Special at \$6.95.—These fifteen styles of Turbans have never before been offered. They are the creation of eminent designers during the past few days. A distinct advance above the mediocre; graceful in lines; exquisite in color effect, and delightful harmony of trimming. Each of the fifteen styles is close-fitting, as a Turban should be, but the different elevation of a back, the droop or tilt of a front; the color theme or the placing of a posie, gives each its individuality. The modish colors, also black or white.

Crepe Kimonos, 98c, \$1.50, \$1.98.—The Crepe Kimonos, at \$1.50 are unexpectedly pretty, one style trimmed with satin bands at neck and on sleeves, the other with plaited frills of white crepe. Floral patterns on light and dark grounds. Shapely and unusually attractive garments, special values. One style has elastic belt.

Handkerchiefs, Box of 6 at 59c.—Made of a lawn in super-fine quality, carry daintiness and prettiness to the last degree. Hemstitched and initialed—the letters are in colors. Two styles of lettering to choose from—tall script in two initials, and small single initials surrounded by a diamond and elaborately by florals. There are assorted colors in each box of initials.

A Fresh Display of Midsummer Hats—The Chief of the Staff of the Millinery Section is just back from New York with hats that grace the smart shops of the metropolis. To-day, then, a display that effectively depicts the fashions! You shall see the smart all-white hats, the smart black transparent hats, the smart black-and-white hats, the smart pink-and-white and black-and-white hats—You shall see the tiny bits of oblong turbans, the large hats with frilled or otherwise softened brims—You shall see how feathers and wings are used in the present-day way—You shall see the new little "tickler" trimming—and a world of good-looking sports hats in golfine, ratine and Palm Beach cloth. Authentic—authoritative.

Trimmed Hats \$5—and Less—Values to Double, and More.—You will think every one of these Hats at five dollars unusual—and they are. You will find the price tickets changed and the original markings tell the story of the best values of this season—anywhere. They are made of all the fashionable straws. They are in all the approved fashionable colorings. They are trimmed with distinction—Vings, wreaths, flowers, fruits, ribbons—every admired style of decoration. Styles ranging from the small jaunty Turban to Sailor and Tricorne shapes. Colors from white to black. Large, small and medium sizes. And—the best values that have thus far been shown anywhere at five dollars.

Salon Hats Reduced—Were \$14 to \$45, Now \$8 to \$25.—This is a dispersal of spring Millinery including many Hats which we brought from the great milliners of Paris as well as others of our own creation. They go now at lower prices to make room for white Hats and other distinctly summer millinery. All are of the fine character and distinctive good style characteristic of every Hat with the Loeser signature.

White Silk Stockings.—The Vogue of Black-and-White has brought white Silk Stockings into more than usual favor for street wear. Summer costumes of all-white will further demand an ample wardrobe of this Hose. Here you will find a very full showing between the prices of 50c and \$25—surely as great a range as anyone could desire. We believe that not a single new or well-established quip or crank of fashion lacks representation, and we know that the prices are as low as you will find anywhere.

Suits to Please Men of \$25 Tastes Tomorrow at \$12.50.—Pleasing in distinctiveness of model—pleasing in variety of fabrics and patterns—decidedly gratifying in the amount of service they will give. Altogether the best Suits ever seen here—or elsewhere to our knowledge—for so little. Some are in the approved close fitting models, with wide rolling lapels, patch pockets and narrow trousers. Others show more conservative designing and will meet with the approval of men of more mature tastes. But every one will give SERVICE—every one is carefully tailored—every one is of good cloth, well cut. Tomorrow this shipment of Suits goes on sale. It will be the best opportunity of the season so far for a man of \$25 tastes to satisfy himself at \$12.50.

Suits for Men (With Two Pairs of Trousers)—A New and Practical Sales Idea.—Most men find the trousers of a Suit becoming shiny, stretched at the knees, or otherwise showing the inevitable signs of wear before the Coat and Waistcoat have lost their new-made look. Like the chain that is no stronger than its weakest link, a Suit is no better than its most-worn part. But Saks Have Changed Somewhat the Order of Things. A man may now, at the time of purchasing a Suit, secure also an extra pair of trousers of the same material at a slight cost, which, in reality, spells economy. One pair for bright days; one for rainy weather. One pair always pressed and fresh. A Suit with a doubled life. Suits from \$17.50 to \$45.00.

So Many Men Like the Soft Cuff Shirts That We Have Arranged a Sale, 69c. for Dollar Shirts.—When we say dollar values we mean that these Shirts are up to our own idea of dollar Shirt standards—that they will equal the best Shirts in other stores at a dollar apiece. The Sale is possible because a maker had a large surplus of materials on hand, and our arrangement enabled him to turn an otherwise dull period into one of profit. The Shirts are made of pebble corded madrases, in light grounds with neat printed black, blue, lavender or green stripings. Plain negligee styles with soft cuffs, in the popular turnback style. Perfect in every way.

Youths' Suits, \$15.00—The utmost in style.—(Sizes 30 to 36).—Tailoring of high grade; close attention to the details differentiate these from the ordinary run of Youths' Suits.

We have specialized so long in Youths' Suits that we know how, and have the facilities to produce exactly what youths like, and what becomes them. Assortments of fabrics, colorings and patterns and variety of styles so extensive that selection becomes a pleasure readily achieved. Norfolk, single or double-breasted coats. Absolute correctness of style.

Young Men's Clothes Suit Every Man's Fancy.—To look young is half the battle of feeling young. To feel young is a business asset nowadays. Such is the sound basis behind the movement for youth in Clothes. The Loeser Men's Shop sympathizes with this movement. It believes in it and has been foremost in furthering it. Acting independently, it has developed Clothes which are young indeed, but which are equally dignified. Such Clothes appeal to the young man with an old head and the older man with a young heart. They serve both with fidelity because of the exclusive features of Loeser built-in-shape tailoring. They cost only \$15 to \$35.

Suits for Young Men at \$15—Every One a Notable Value.—Judged by every standard of fabric, tailoring and finish, these Suits are very much better than their moderate price of \$15 would indicate. They are made from fabrics which are featured in advertisements of much higher priced clothes. They are in the smartest patterns—the "niftiest" designs. They have the real "class" in the up-to-the-minute models with their narrow, natural shoulder Coats, rather tight trousers and either regular or patch pockets. Also Suits for men of larger proportions and those preferring more conservative models. Gray worsteds, blue serges, and the still plainer black unfinished worsteds. Almost all sizes, including some for stout men.

Men's Silk-Lined Sack Suits—Special at \$22.00—Not an ordinary Offering, Not a Sale, but, rather, an Announcement of Something Very Unusual, Beginning This Morning.—The man who buys ready-for-wear Clothing seldom sees or expects to find such a silk-lined Suit at or anywhere near \$22.00. Here a silk-lined Sack Suit, ready for immediate wear, at \$22.00, and the silk lining is only one of the many features of excellence. The new diamond-weave tartans, plaids or stripes, light, medium or dark. One, two or three button models, and coats fastening with a link.

Men's Suits, Special, \$15—Beyond Comparison With Usual \$12 Suits.—This occasion is one of the unexpected windfalls which even this Store can secure but once or twice in a season. The Suits have been made expressly for us by one of our most dependable suppliers and outdo in smartness, quality of fabric and excellence of tailoring any Suits we have seen at this price. Fabrics wonderfully soft, strong and beautifully finished—worsteds, chevils, velours and cassimeres. Patterns include shepherd checks, pin stripes, invisible plaids, gray mixtures and overplaids. Models of conservative character for those who prefer them—medium wide lapels, trousers not too narrow, conservative cut coats. Also more extreme styles with wide rolling lapels, high cut vests, narrow trousers and patch pockets. A strictly limited sale which cannot be repeated.

Boys' Week—\$7.50 Suit Day.—Three models of Norfolk suits—some with two pairs knickers—in the finest array of grays, browns, checks and good mixtures. Compare them—in and out—with any other boys' suits at \$7.50. We have done some comparing ourselves, and are quite pleased with the showing. Several choices of each size from 8 to 17 years.

Motor Baskets.—Fitted with services for four to six persons, which include every appurtenance your own table at home could provide. Some are of wicker—others are trunk-shaped and built so as to be used as foot rests. All are very durable, hold the food and services securely and are really indispensable if daintiness is to be a feature of the auto-picnic. Priced \$5.50 to \$75.

Good News for Travellers!—Make comparisons. You will find that our prices are somewhat less! With due humility, and with no thought of pretending to know more about it than anyone else, we wish to say that, once you understand the mechanics of a modern and scientifically conducted department store, you will readily see why we can sell for less. Free and fast movement of stocks, large annual volume of business at slender profit margins; that is why. Styles in Luggage, for both men and women.

Men's 79c Soft Negligee Shirts, 59c—Save the Price Difference Because the Maker Bought a Surplus of Fabrics.—At the very beginning of spring comes this splendid chance to

secure a whole season's supply of negligee Shirts at a decidedly low price. The Shirts are well made, perfect in workmanship, of good style, and, in fact, better in most respects than many Shirts which sell even at the high price. It is due to the maker purchasing the materials under the market prices that the value is possible. Made of mercerized shirtings in white grounds with neat black, blue or lavender stripes. Front center plait. Soft French cuffs. Sizes 13½ to 18. Special at 59c.

Sale of Notions and Sewing Supplies. Dressmakers and women who do their own sewing have grown to recognize in these semi-annual events an exceptional opportunity to save substantially on the "thousand-and-one" things so necessary to the well stocked sewing room. Women who realize the great advantage of buying an entire season's supply will be here in force today, selecting while the assortments are at their best. It will be well worth your while to be among them.

Good Imported Towels Keep Their Old Prices. Although such good linen towels as are in this recent importation will be increasingly hard to get. Regular prices on these, or—if anything—less than what you would expect to pay for their individual quality.

Freshening That \$5 Group of Boys' Suits—It is made up of few of a kind of much higher-priced suits from our regular stocks and from good special purchases. In the collection for today are many fine suits just lowered in price because they are remainders of their lines. Worsteds, chevots, homespun and wool crashes, in 8 to 18-year sizes.

New Cretonnes for Every Taste—They are all domestic cretonnes, these new ones that are piled up on the shelves in the upholstery store—foreign ones for the coming season being a problematical matter. But this isn't such a misfortune as it might be if our own manufacturers were not so clever in reproducing foreign designs and colorings. Some of their most successful copies are right here, among these new cretonnes—and the prices have the advantage of being made on this side, too! 25c, 35c and 50c a yard is all they cost.

New Curtain Madras—Best Designs from Scotch Mills—Our representative was especially fortunate in the number of really beautiful designs he found to choose from in the mills in Scotland. Happily these new goods started over before war shut off many imports. Straight from Glasgow they came to us a day or two ago, and they are ready now—more than twenty different kinds of cream and white madras, figured in the same colors, and suitable for curtains in many parts of the house. Prices range from 25c a yard for 36-inch width to 75c a yard for 50-inch.

350 Specially-Priced Umbrellas—Closely-rolling umbrellas of pure silk, with natural wood and mission handles, and all black, except a few among the women's sizes are colored. The silk is rated among "seconds," which accounts for the price of the umbrellas being so low, but the defect is one which does not affect the wear. Men's and women's, each \$1.75.

Pure Silk Umbrellas Are Rare at \$1.75—These good umbrellas are termed "seconds," but the flaws are well-nigh impossible to find. There are sizes for men and for women, the handles are of natural and polished woods, the styles are good and you'll surely get more than \$1.75 worth of service and looks from each one.

The Sale of Men's Furnishings Continues—Good Assortments—The past season has been one of exceptional activity in the Men's Store, and consequently the number of broken lines in our stocks has materially increased. That is the reason why men who have until now been unable to take advantage of the sale of these odd lines, will find that the remaining assortments hold forth many exceptional opportunities for worth-while savings.

Girls' and Misses' Millinery at \$4.95—These are quite unusual hats, trimmed in attractive and novel combinations of silk braid and straw, in the newest colorings and combinations of colors. Flower and fruit trimming lend piquancy to many. Models in pleasing and extensive variety, each in that excellence of judgment and with that observance of the acknowledged style, peculiar to Saks' millinery for girls and misses.

War Talk

Walt Mason

I ambled into Jimpson's store, to buy three shoes, and maybe more. I was an optimist that day; I felt like two roan colts in May, and life seemed gorgeous and serene; the world held nothing punk or mean.

But Jimpson, as he wrapped the shoes, began with venom to abuse a certain king who's now at war—a monarch I've been rooting for. "That tin horn king," old Jimpson son said, "should seek the creek and soak his head. He is to blame for war alone; if he'd set quiet on his throne and canned all talk about the sword, we would not be by carnage bored. I'd like to dent his head with bricks, or hand that king a few swift kicks."

"See here," I cried, "You cheap old skate! You ought to get your head on straight! The king you mention is my friend, and I'll stay by him to the end. The other kings kicked up the row that's jarring all the nations now, and if you hand me any more, I'll with your person mop the floor."

Then in his anger Jimpson rose and soaked me roundly on the nose; I on his shoulders tried to camp, and smote him in the starboard lamp, and promenaded on his frame until my feet and legs were lame. Eight peelers labored, heart to heart, to pull the two of us apart.

Next morning Jimpson came around, and sat with me upon the ground, and talked for nearly half a day. "Such doings," said he, "do not pay. You see me wrapped in linen now, with twisted nose and busted brow, and all because I roasted kings; I should be boosting other things. I should be talking Balmy Peace, which always was as slick as grease. There's noise enough on Europe's shores; at home we do not need to rear, or pass harsh judgment, which offends our customers and truest friends. Hereafter, when I've time to spare, I won't make patrons claw my hair; in my old rocking chair I'll lean, and read some helpful magazine, which tells me how to run my store, so folks will gladly seek my door."

Now there was sense in what he said; I rubbed some salve upon his head, and told him he was still my friend, and still with him some coin I'd spend; and you should profit by his fix, and cease this thing of heaving bricks at kings on this or t'other throne, who have some troubles of their own. Some cheerful tales of kindness tell; Mr. Merchant, 'twill pay you well.

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Admen's Pageant

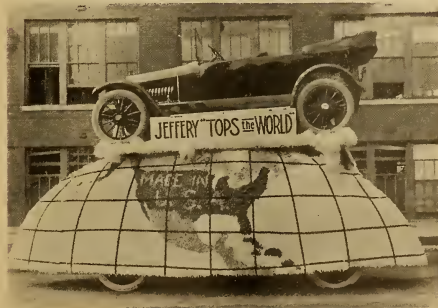
THE NIGHT PAGEANT, held in Chicago during the convention of the Associated Advertising Clubs of the World, was probably the most notable parade of its kind that has ever been held. Modern advertising visualized in floats, trade-marks, uniformed horsemen, pretty girls and red fire for miles made this a most impressive event. Although the parade was held at night, the streets were brilliantly lighted and to supplement this there were many illuminated floats and immense searchlights on trucks threw the floats into brilliant relief. It was officially estimated that there were ten thousand admen in line and there were upwards of 150 floats of every description. The cost of the floats amounted to approximately \$100,000. Music was furnished by fifteen bands.

Most of the floats represented trade-marks or were designed to illustrate slogans used by various advertisers. Some of these are illustrated here. The Float of the Chicago Telephone Company was one of the most notable in the parade. This float was designed by Mr. F. Furstenheim, of the advertising department of the Chicago Telephone Co.

A big platform was built over a big truck and decorated with floral sheeting as shown in the picture. In the middle was an immense telephone instrument with receiver and transmitter all complete. This was covered with miniature electric lights that were fed by a storage battery. All around the back of the float were large bells, the trade-mark of the company. The chief decorative effect, however, consisted of about forty very pretty Hello Girls all dressed uniformly in white. They held telephones which were connected with the big instrument in front of them by means of white ribbons.

The "Jeffery Tops the World" float was another that attracted much notice and was loudly applauded along the line of march. The lower part was an immense hemisphere covered with floral sheeting and laid out in colors to represent a map with the lines of latitude and longitude. On top was a full sized seven passenger touring car which during the parade was filled with passengers. Naturally a substantial foundation was required to uphold this weight of two tons or more.

Schulze's Butter-Nut Bread float was also worked out in floral sheeting. It represented one of





the colored billboard signs that has been widely used to advertise this brand. There were several strong colors used but these do not show in this picture. The Corn Exchange National Bank had a handsome float also covered with floral sheeting, trimmed with rambler roses. The other details will be understood from the picture.

In addition to these there were many other floats that were well worth reproducing but space will not permit. The parade was a big success in every way and undoubtedly had a big advertising value for those who were represented by striking floats.

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Outside Show Cases

THIS is not the first time we have had something to say as to the advantages of using outside show cases wherever the opportunity offers. In fact, there is hardly a month passes that we do not have something to say on this subject. Furthermore, we expect to go on talking about outside

cases indefinitely for we believe that they offer the merchant opportunities that are many times neglected.

The outside show case is just another show window added. In proportion to its capacity it will sell just as much merchandise as the show window and in some instances the case is an **even better** salesman than the window. In the accompanying picture is shown conclusively the advantage of an outside case under certain circumstances. This is a view of the front of the store of Winter Bros. in New Castle, Pa. The case is 54 inches high, 24 inches deep and 7 feet long. The recess of this front is only 42 inches from the sidewalk line and this case is so placed that it extends out over the sidewalk line for a distance of 18 inches. It therefore occupies only 6 inches of vestibule space. This position gives it added prominence and permits of it being seen a block away. The prominence of the straw hats in the case compared with the other merchandise shown in the windows, tells the whole story. This case was made low so that it would permit an unobstructed view of the windows back of it. The picture also shows the advantage of the extension arm type of awning. This awning requires no supports or unsightly bracing arms.

Another feature that adds to the appearance of this front is the installation of luxfer prisms above the windows. These prisms are not only handsome in appearance, but they have the practical advantage of flooding the store with daylight that would not be available otherwise. Illuminating prisms of this type are in use by thousands of modern stores all over the country. They furnish the best possible illumination. Furthermore, they furnish it without cost. They are made to fit every imaginable condition.



NOTE THE PROMINENCE OF THE GOODS IN THE OUTSIDE CASE.

Koester Students

Can now attend the Evening Classes at the Art Institute of Chicago or the Chicago Academy of Fine Arts



Vacation Classes

Are now in full swing and give to the student all the new drapes, units, backgrounds; etc., etc., specially planned out for use this coming Fall and Winter.

Old Students

Will find it to their advantage to spend some time at the school this Summer. The new styles call for new ideas in draping and in backgrounds.

New Students

Will be able to prepare themselves for "Opportunity" when it arrives. If you are considering seriously the matter of bettering your condition and increasing your salary it is certainly important that you be prepared for a more important position when the demand comes.



Chicago Academy of Fine Arts



This well known Art School is located at 81 E. Madison St., and offers very best personal instruction in all branches of Art.

Evening Classes are held every Monday, Wednesday and Friday nights, 7:00 to 9:00 o'clock.

Cost — \$3.00 per month.

Over 5,000 successful graduates occupying well-paying positions in this and other countries stamp the Koester School as genuine.

Write for our big Catalogues — Each one a valuable Window Display and Card Writing Book

THE KOESTER SCHOOL, 215 S. Market St., CHICAGO, ILL.

GEO. J. COWAN, President

PAPIER MACHE WORK

THIS THIRD ARTICLE OF A SERIES EXPLAINS THE PROCESSES USED IN MAKING LARGE PIECES OF PAPIER MACHE WORK FOR INTERIOR AND EXTERIOR DECORATION—BUILT UP DESIGNS

Arthur W. Edwards

DURING THE HOLIDAYS we occasionally see an enormous Santa Claus mounted over the entrance of a store or, perhaps, he is stationed in the rotunda for the edification and delight of every youngster who sees the jolly old gentleman with his frosty beard and gaily colored clothes. As a general rule, these big figures are built up of papier mache. The same process is used to make Thanksgiving turkeys, Easter rabbits, etc. The process of making these large figures is different from that employed in making papier mache objects in casts or molds for the reason that it would be too difficult and expensive to make molds sufficiently large for these big figures and for the further reason that, as a general rule, only one of the large designs is necessary.

As all of these large pieces are different and designed for different purposes, it would be a difficult matter to lay down any exact rules for making them. However, once the underlying idea of their structure is understood, the work will not prove difficult for the ingenious display man who happens to have a knack for designing and modeling.

For the purpose of explaining how this work is done, we will assume that a Santa Claus ten or twelve feet high is to be built. The first thing to be done is to get some sort of model or design to work from. If a Santa Claus doll or statuette cannot be obtained, a good picture will serve the purpose well enough. There are endless pictures of Santa Claus to be had and from these one can be found that will suit as to general appearance, pose, etc. Probably the picture selected will have to be simplified to some extent before it is suitable for reproduction by the rather rough medium of papier mache. It is likely that some of the little details that are of small importance will have to be eliminated in order to make the modeling easier. We will cut out some of the intricate folds in the clothing and will perhaps rearrange the figure in various ways so that our genial gentlemen will be a bit simpler to build, for this form of papier mache work is to a certain extent a matter of carpentry.

Before starting in we will require some sort of working drawing to help get the proportions right. This drawing can be made from the original picture with whatever changes may seem necessary. It should be made as accurately as possible as it is to be used as a scale of, say, one inch to a foot. After the drawing of the front view has been made, another will be required to show a side view or pro-

file. The profile drawing should be exactly the same size as the first in order that the scale may work out properly.

The next thing to do is to construct from whatever lumber may be available a rough frame or skeleton of the figure that is to be made. The frame should be fairly substantial and, when complete, should have as nearly as possible the same outlines when viewed from the front and from the side, as are shown in the two drawings. When the frame or skeleton has been finished, it is to be covered with chicken netting. This material is very elastic and flexible and it can be stretched and bent into practically any shape that may be desired. Round out the figure with the netting and make whatever folds or creases may be necessary. It is remarkable how poultry netting lends itself to this kind of work. By stretching and bending, patching and trimming, a large figure can be worked into shape over the framework with all the accuracy that is necessary.

When the figure has been shaped, the next step is to apply the paper. Soft, very heavy brown wrapping paper is best for this purpose. First, tear it into irregular strips a few inches square. Soak it in water first, then apply warm glue and fasten it to the netting. Poke the edges through the meshes of the netting here and there and lap it over at the back to make it hold tighter. Later these holes are covered up with other layers of the paper. Go over the whole figure in this way, applying layer after layer of paper until sufficient thickness has been obtained to make the figure staunch and strong. Minor details can be added later by pasting on paper in folds or otherwise as may be required to secure the desired effect. If the figure is to be of great size it will be better to make it in sections and later fasten them together in their proper positions by means of wires, concealing the joints by means of more layers of damp paper glued on.

When the figure has been completed, it should be allowed to dry. Then it may be sandpapered if that is necessary to make it smoother. Then it can be painted. If it is to be used outside, oil paint should be used, but water color will serve if it is to be placed in the store. The greatest difficulty to the amateur workman will be in modeling the head and face. In making the latter, it will be a help to have a paper mask of Santa Claus to work from.

In the manner that has been described any kind of a figure can be made in almost any size and the same principle can be applied to the making of animals, etc. There are some details of the work that have not been mentioned here, but these will naturally occur to the display man as the work progresses. Sometimes the decorator wants to show a mountain scene in his window and that can be built in the same general way, but much easier. A framework of boxes, sticks, etc., is the founda-

One Broad Stroke The "Speed-ball" LETTERING PENS

FOR
Show-card Writers
Commercial Artists
Draftsmen-Letterers.

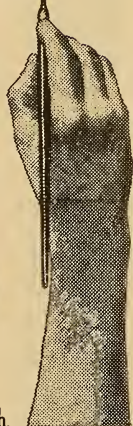
"Little Wizard" of
Lettercraft is the
F-A-S-T-E-S-T
and most easily
operated lettering
pen in the world.

Gordon & George
PATENT

Complete Set of 5 Sizes
including book of instructions-
Unique and modern alphabets
border designs-decorative
sketches-waterproof & ordinary
ink and color formulae etc.

\$1.00

SINGLE PENS- ANY SIZE 10¢ each.



The finest quality of good lettering for advertising purposes is the kind in which there is the most money for the advertiser, also for the one who produces such work. That the demand for good work is increasing is a recognized fact, for the constant development of the esthetic in our educational institutions is bound to produce notable and lasting results. Now to do good work one must have the correct tools.

The "Speed ball" is the only pen in the world that will produce a square finish stroke letter without subsequent trimming up. The double reservoir ink feed is automatically controlled, filled with a dip. With very little practice the amateur becomes familiar with the construction of modern alphabets and type faces and the professional letterer or show card man can do three to five times the amount of work of a superior quality in a given length of time. Sample pen by mail, with alphabets, 15c.

Gordon and George, Patentees, 300 Boston Block, Seattle, Washington



Culver
NEW YORK

A new name in the business
A new class in wax figures

will be exhibited in Booth No. 31 at
the Displaymen's Convention, this
coming August. We invite your
very closest inspection to every
detail in the modeling, workmanship
and color finish.

IRWIN G. CULVER CO.
60 East 8th Street, New York

tion and over this heavy, wet paper is thrown and arranged as nearly as possible in the desired form. After it has dried, other pieces of the same sort of paper are pasted over folds that are too obvious and the work is shaped to suit. Then it is painted.

Architectural details such as round columns, pedestals, etc., may be made by pasting glued paper over chicken netting that has been shaped properly. This kind of work will not be used often, however, as columns of wood can generally be borrowed or rented for this purpose. Large urns and other designs are easily made by the "built up" process that has been described. In fact, the display man will find this class of papier mache work useful in many ways.

The suggestions embodied in this article have been somewhat general owing to the fact that no two jobs of this sort are handled in exactly the same way. However, there is nothing complicated about the work and any display man who has patience will be able to get good results after a little practice. The writer has seen some remarkably good modeling of this kind done by amateurs who knew practically nothing of the work before they started on the job.

§ §

New Shopping Idea

NEWARK, N. J., has a new shopping idea. Usually there are two ways of shopping—either by telephone or going personally into the store. This

shopper goes to the window of the store, which in this case is the Western Electric Company's supply store at No. 64 Park place, picks up one of several interphones extending through to the street side of the window and talks to the clerk inside the window.

Experts in selling foods to the public often say that if a dealer can only get people inside his store he will sell goods. That's why so many bargain days are conducted. People come for the bargains, but also buy other goods. Just to try out the psychology of this claim, the Western Electric Company local manager, Benjamin Hurd, decided to find a way to sell goods and take orders without his customers coming inside at all. An increase in sales has resulted.

Here's the way Manager Hurd has worked out his new electrical seller: A desk equipped with order books interphones and electrical devices has been placed just inside the window. One of the office force, F. W. Burnett, sits at the desk in plain view of the thousands passing on their way to the Hudson tubes. He is a very busy young man. His desk phones are connected up to lines which reach to the outside. A customer comes along, sees some electrical appliance needed, picks up the outside interphone, speaks quickly to the clerk in the window, who answers any questions, takes down orders, and in a few seconds the customer passes on. Usually a crowd stands about waiting for a chance to ask questions. Addresses are obtained and a mailing list improved by the arrangement, besides giving to the public an excellent idea of how an up-to-date concern handles its office work.



Plate No. 9222—Display of Shirts by Matt C. Kirchner for J. R. Newman & Sons, Pittsfield, Mass.

This display does not require much explanation as it was quite simple in its details. On the background were hung two sections of plush drapery and in the middle was

a rather small oval design surrounded by foliage. Most of the shirts were fitted with collars and cravats. A number of walking sticks were shown in this display.



A. E. HURST



C. J. NOWAK



G. A. SMITH



T. A. KNAPP



GUY HUBBART



LEON ALLEN



A. L. PEAL

THESE RETAIL EXPERTS
all take a prominent part
in the Special \$30.00 Two Weeks
Vacation Course beginning July 19th,
just prior to the I. A. D. M. and C.
A. D. M. Convention.

This array of other men's experi-
ences has been compiled in this two
weeks' Convention course with the
sincere hope that you will be able to
profit by it. That they may make your
pay better and your work pay better.

Our new circular entitled

"A Vacation Message for You"

gives a complete outline of the lectures, demonstrations,
class work, color chart, text books and outfit included
in the \$30.00 price.

Return this coupon and get your copy. ■ ■ ■

The Economist Training School

231-243 West 39th Street, New York

Display Management Sales Management
Advertising Salesmanship Card Writing

- ☐ Send Circular "A Vacation Message" to
☐ Send Complete School Book to

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Address

M. R. S. W.



DR. WM. H. TOLMAN



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D. G. BUGG



L. MUNSTER



R. B. BUNTING



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E. PIERCE

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SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

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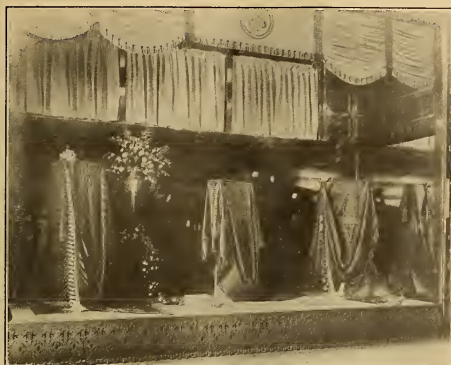

International Association of Display Men

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Often at the last minute a person decides to do something he thought he would not do, and the act proves the wisdom of his decision.

Perhaps you have thought that you would not go to the great I. A. D. M. Convention at New York, August 2, 3, 4 and 5.

Should you at last decide to go, you will be glad the rest of your life that you changed your mind.



This window display of fabrics is shown here as an example of modern display window draping; from one of the best stores of Chicago.

CHICAGO DISPLAY MANAGERS SCHOOL

Can't teach you how to set State Street window displays, if you follow directions:

First you go to the store of your selection to study the windows; next you pick one or more units in each display for practice, taking detailed notes on this, and making sketches. Then you are ready to return to the school, where State Street Display Men are waiting to assist you and show every move, touch and application that is necessary to set the display unit perfect.

The School Has State Street Window Formations and ample Supplies of New Merchandise and Fixtures for Demonstrating

Now comes your practice in setting the display unit under the instructors' personal direction; meanwhile photographs of the complete display at the store (in which this unit appears) have been taken. These serve as guides for the student to prove the work is done according to the best methods of the best stores on State street.

Why not join a vacation class and start this work on any Monday in July or August? Write to the President
H. J. Rutherford for full particulars.

CHICAGO DISPLAY MANAGERS SCHOOL
304-306 Jackson Blvd., CHICAGO



Want to learn pen lettering?

HESS PORTFOLIO OF PEN ALPHABETS AND INITIAL PANELS IS JUST WHAT YOU NEED.

The ball point, Soenneken, Payzant, Hess' Jumbo pen, Hess Spoon pen and the Leman and German music pens are especially featured. Instructions which combine simplicity and thoroughness as to the proper method of handling and holding the various pens and the mixing of inks and opaque colors for same are given in a masterful manner.

Included with the alphabets is an assortment of ornamental initial panels in different designs and sizes for embellishing showcards. Examples of this dainty novelty in actual hand colored effects are also shown and instruction is also given in the proper manner to tint or color them.

The Portfolio comprises twenty pages eleven by fourteen inches in size and is sold with the distinct understanding that the purchaser can have his money refunded if he is not satisfied.

Price, prepaid to any part of the world, \$1.00

For ten cents, stamps, I will send you the 8000 word treatise, which accompanies the portfolio and two sample pages of alphabets—and every cardwriter who uses a pen, no matter how skilled he is, should accept this offer.

G. WALLACE HESS

1405 Olive Ave.

(Edgewater Sta.)

CHICAGO

The Program

THE PROGRAM that has been arranged for the big annual meeting of the International Association of Display Men, which will be called to order at the Waldorf-Astoria hotel in New York, August 2, is without doubt the most notable that has ever been announced. The names of the lecturers and demonstrators appearing on this program represent some of the best-known men in this field. They are names that are known from coast to coast. Considering the eminence of these exponents of the art and science of display, and the wide range of subjects their demonstrations will cover, this convention will present an unprecedented educational opportunity to every display man whose ambition is to progress in his calling. A survey of the following list of names should convince every live display man that it will be worth traveling a long way to be present at this meeting.

The first meeting on Monday morning will be devoted to routine business, such as the appointment of committees, etc. The real program will begin Monday afternoon. This session has been set aside for members of the Display Managers' Club of America. Their program will be as follows:

PROGRAM

Lew Hahn of Women's Wear will formally introduce members of the Display Managers' Club to the Convention.

W. F. Allert, of R. H. Macy & Co., will speak on "Our Profession."

E. Munn, of Franklin Simons Co., will illustrate on "Equestrian Equipment."

Harry Bird, of John Wanamaker's, New York, will speak on "Artistic Displays."

Herman Frankenthal, of B. Altman & Co., will demonstrate "Fabric Draping."

Wm. Tishman, of Jas. McCreery & Co., will talk and demonstrate on "Color Harmony and Draping."

F. C. Cronin, of L. Bamberger Co., will talk on the value of "Fashion Shows."

Chas. Wendel, formerly of Gimbel's, has chosen for his subject "Fashion Shows and How They Are Placed."

Mr. Kelly, of Lit Bros., Philadelphia, Pa., will talk and demonstrate on the "Handling of Ready to Wear."

J. J. Richter, of Saks & Co., will demonstrate "Handling of Furnishings."

Mr. Trewhella, of Best & Co., "Display of Children's Wear."

Mr. Nathan, Jordan Marsh & Co., Boston, "Displaying Ready to Wear Furnishings."

Harry Hibscher, of L. S. Plaut & Co., Newark, N. J., has chosen for his subject "Efficiency in Store Displays."

F. G. Schmehl, of the J. B. Greenhut Corporation, has chosen for his subject "Efficiency and Sales."

Jerome A. Koerber, of Strawbridge & Clothier, has chosen for his subject "Artistic Displays vs. Sales Displays."

TUESDAY PROGRAM

J. A. McNabb, of Richard Hall & Son, Peterboro, Canada, President of the Canadian Association of Display Men, 1914, 1915, will speak on "The Show Window as a Sales Promoter." He will tell you of the kind of show

windows and advertising he uses—tell you why some pay more than others. The kind of publicity that is used in Canada and what it produces in cash advertising value.

Fred S. Pratt, of Dinot Nachbour, & Co., Joliet, Ill., President of the Joliet local, will speak on "Efficiency, Organization and Co-operation." The Joliet local has won a big place in the hearts of their employers and public of their city which would never have been attained had it not been for their efficiency, co-operation and organization. Mr. Pratt will tell how other locals may achieve a similar result in their community.

Sam'l Friedman, S. Blach Co., Birmingham, Ala., President of the Birmingham local, has chosen for his subject "Emergency Fixtures." Mr. Friedman will bring a number of these fixtures with him from Birmingham so as to make his talk more impressive by actual demonstration.

Mr. Walter F. Wiener, Display Manager for Brill Bros., Broadway and Forty-ninth street, New York City, subject "New and Practical Stunts in Men's Wear Units." Mr. Wiener's work with Brill Bros. is considered among the best in this country. There is something in his methods that enables him to give better display effects than the average display man is able to secure and that something will be disclosed and described at the Convention.

Mr. J. M. W. Yost, display manager for the Penn Traffic Co., Johnston, Pa., President of the Johnston local, talk and demonstration on "Analysis of Lines and Period Decoration." He will show with graphic charts how various lines have developed from one period to another. He will also take into consideration decorative periods and garments and costumes worn at that particular time.

Mr. John T. Witsil of Brenteno's Fifth Avenue Book Store, will give a demonstration and lecture entitled "Display as a Factor in Selling Books." He will tell how he studies the display work of lines foreign to books and how he applies principles of appeal to Brenteno's window displays. He will tell how and why he classifies window displays under four divisions, namely, idea windows, design windows, picture windows and story windows.

E. Dudley Pierce, display man for Sibley, Lindsay & Curr Co., former President of the Rochester local, subject "Your First Curtain Call." Mr. Pierce will tell why it is not advisable to rest on past laurels in display work. He will bring about a number of important points which every display man should know in detail. The windows as placed by Mr. Pierce, his knowledge, schemes, plans will be explained in his own words.

Mr. L. A. Rogers, of the E. M. Kahn & Co., Dallas, Tex., Third Vice-president of the International Association, subject, "The Eyes of the Store." Mr. Rogers' window work has a country wide reputation. He will tell how and why merchandise should be properly displayed in order to make it a potent force in the matter of selling. He will tell why the display man's position is at the right of the advertising man.

Mr. Wm. Crall, display manager for Lit Bros., Philadelphia, will demonstrate the proper way to handle ladies' ready to wear garments, showing how to pad wax figures to make garments fit properly. Mr. Crall will also take up the proper posing of wax figures. Cloak and suit displays are especially important and in Mr. Crall's address he will tell you how to show these garments in a way that will make people come in and buy "the one I saw in the window."



The above half-tone will give you an idea of what we can furnish you in the line of Special Backgrounds. This illustration shows a beautiful "Colonial Effect" with figures to conform with setting. This Background is permanent in construction. Something on this order may do you a lot of good

"Common Sense Ideas"

Emphasize the importance of your Show Windows by putting in a background that lends elegance and that carries with it the power of selling your merchandise.

Elegance and good taste shown in the display of merchandise is not a whim but a common sense idea. You must attract people to you—to your store. The correct background for your display is the important detail. You cannot make a display show up to advantage with a poor setting.

Write us today for valuable information in reference to the display of your merchandise.

We are specialists in decorative backgrounds for window display advertising.

It is time to think of your Fall Opening and we have complete facilities to create or carry out any idea. Send us the size of your window and other data as you may wish and "let's make the Fall Opening a big success." Write in early!

To get to our studios, take Larrabee St. car or Dearborn St. (down town) go north to Division St. and walk 1 block west to Chatham Ct.

Our show room is one of the most interesting points enroute to the Convlntion—do not fail to visit us, we have many things that will interest you.

The BODINE-SPANJER ©

Designers and Manufacturers of Decorative Backgrounds for Show Windows

1160 Chatham Ct.

Phone Superior 4610

Chicago, Illinois

M. P. STAULCUP, Eastern Representative, 44 East 23rd St., NEW YORK CITY



**This
Window
Shows
Our
Puffed
Shade
as a
Valance**

**Actual Size, 19 ft.
Wide and 7 ft.
Deep When Down**

Send for One of Our New Catalogs of Up-to-date Show Window Valances and Puff Shades

MAKE your windows a positive sales factor by imparting to them an attractive, made to order appearance. Our Valances will give your windows individuality—make them stand out from those of your neighbor.

All materials and workmanship guaranteed. We specialize on this line and manufacture the product ourselves.

OUR new Catalog will suggest what you need to fill your requirements and our Service Department will supply the information on the proper proportions and designs suitable to your particular needs, without extra charge.

Get the Catalog!

The Art Window Shade Co.

2411-13 North Halsted Street

Established 1893

CHICAGO

WEDNESDAY'S PROGRAM

Mr. A. J. Edgell, manager display service bureau, Society for Electrical Development, President of the Greater New York local, will tell of the great prosperity week which will be held during the week of November 29th to December 4th. This campaign is of vast interest to merchants and display men as it aims to restore business confidence, awaken home trade, stir up civic pride and stimulate the shop early movement.

Dr. Wm. H. Tolman, Director and one of the trustees of the American Museum of Safety, subject, "Safety Pays." Dr. Tolman is a pioneer in welfare work. He will take up the subject of health and welfare of employees as well as the "Store's Customer." Dr. Tolman is a recognized authority on this subject and has written many books along research lines. He has received royal recognition for sociological welfare and safety work.

The Hon. Rosslin M. Cox, mayor of the city of Midletown, New York, and President of the New York State Mayors' Association, will talk on the value of efficient displays to the city. Mayor Cox has recently visited every city in New York State and has made a special study of their display methods.

Mr. F. H. De Rhodes, with F. H. De Rhodes Department store, Chadron, Nebr., subject, "Modern Store Methods." Mr. De Rhodes has been connected with department store work for the past 20 years and has paid special attention to the care and handling of displays of all kinds of merchandise. His work and skill along the lines of draping piece goods without cutting the material has attracted more than ordinary attention.

Mr. Roy F. Sole, editor of "Hardware Age," subject, "The Sixteen-Hour Shift." Mr. Sole was formerly manager of the hardware department of the Copper City Hardware Co., Anaconda, Mont. He is a forceful orator. He prefers terms without polish to phrases popular in polite society. He calls a spade a spade and refuses to pull down the shades when discussing bad business practice.

Mr. Eugene Pierce, color specialist of national reputation, will tell "How to Combine Colors," and what colors will be worn for the coming fall season and how to combine them to the best display advantage.

Harry W. Hoile, with Loveman, Joseph and Loeb, Birmingham, Ala., former President of the Birmingham local, will demonstrate "Live Model Draping," and explain how he made a success of it from an advertising and sales standpoint.

THURSDAYS PROGRAM

A. L. Powell, General Electric Co., will demonstrate the effect of color on displays. Mr. Powell will illustrate the effect that colors of light have on merchandise. He will tell why lights steal some of the color from a piece of goods, why some colors of light intensify and others modify the appearance of merchandise.

G. A. Smith, show window background expert, will demonstrate "The Proper Handling of Foliage and Flowers." Mr. Smith is a recognized authority on the handling of decorative material. Over 2,000 of his background suggestions have been reproduced in various trade papers.

Frank D. Maxwell, M. C. Connel Co., Butte, Mont., will talk on the "American and European Displays as Viewed by the Westerner." Mr. Maxwell has made a personal study of displays in the European countries.

Geo. J. Cowan, background specialist of the Dry Goods Reporter, will talk and demonstrate on the "Value of Show Window Publicity." Mr. Cowan is too well known to need any further introduction.

A. E. Hurst, Chairman Program Committee,
231-243 W. 39th St., New York City.

Entertainment

AS ANNOUNCED in the last issue of the MERCHANTS RECORD AND SHOW WINDOW, Mr. J. W. Johnston, of Rochester, N. Y., will act as master of ceremonies on the evening of the I. A. D. M. blowout or wake. He will be assisted in this work by Mr. John Look, also of Rochester, a man who is well known to all who have attended previous conventions for his unusual ability as a clever entertainer.

Mr. Johnston met with the arrangement committee in New York City on June 12, 19 and 22, and the program for the big entertainment night was planned in detail. Many pleasant surprises are in store for all display men who will attend the banquet.

As the number that can be seated in the banquet room is limited, it is most advisable for all those who contemplate attending to make their reservations at the earliest possible date.

It would be a satisfaction to this committee if we could give you the program in detail at this time; but the advantages of surprises must be reckoned with. For this reason, we have decided to withhold details, as we are sure that anyone who enjoys novelty and surprise will have faith in the committee's ability to furnish it, especially considering the fact that we have two competent men in charge of the ceremonies. We will, however, venture this much, that you will receive the greatest \$5 worth in interior trimmings and exterior decoration that you have ever received. There will be first-class entertainment and nobody will have a dull moment.

RECRUITS WANTED

At the recent meetings of the entertainment committee all plans were carefully and elaborately drawn up in order to make our program an assured success. We want plenty of volunteers to assist us in the various acts. If you can whistle or sing, "or do anything," do not hesitate to come forward. Send me your acceptance and qualifications and in a short time parts written especially for your purpose will be mailed to you.

Surely every display man in attendance can give us some form of acting, singing, story telling or dancing. Do your part and lighten the work of the entertainment committee by sending us your name immediately after you have read this announcement.

You clever display men and card writers, put on your thinking caps and send us in some parodies on popular melodies that can be used for the entertainment night. Do not put it up to a few men to do all the work. Get in the game yourself. ENLIST TODAY. WRITE ME WHETHER YOU WISH TO SERVE WITH THE ACTING, SINGING OR DANCING CORPS.

A. E. HURST, Chairman Program Committee,
231 West 39th street, New York City.



America's Foremost Stores Use "Artisto" Valances

It matters not whether the city be large or small you will find the foremost stores in each community using "ARTISTO" Valances.

The fact itself may not mean much to you, but the REASON for it should interest you immensely.

"ARTISTO" Valances are made in a factory especially equipped for this class of work and under the personal supervision of Professional Valance Makers. All materials are pre-shrunk, are easily cleaned and SUNPROOF. Special designs are made up to conform with special requirements.

There are many ways in which to make a valance wrong but only *one* way to make it right. Our volume of business makes it possible to secure the *very best* talent.

**Quality considered, our prices
are the lowest**

Write for catalog—it's free

Send layout and dimensions of your windows and get our special proposition

The Window Decorative Works
1258 W. Fourth St. - Cleveland, Ohio

Puff Shades
in
Every Style



Stock Valances
by the yard at
very low prices



A new, practical and ideal paper for
original and effective and ar-
tistic window trimming

Plan now to use it for your

Fall Opening Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Strands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading window trimmers throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Invitation

Everyone of you two thousand men attending the "I. A. D. M." convention at the Waldorf-Astoria, New York, August 2nd to 5th, are cordially invited to inspect our exhibit and demonstration in Booths 64 and 65.

When in New York call to see us at the address given below.

Write for Samples

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

Helping The Other Fellow

DID YOU ever sit down and think for a whole hour at a stretch, what you can do to help the other fellow? Well, I have and that's what I have been doing for the past hour. Sitting here thinking what to say to you display men, that would influence some of you to go to the New York convention, or at least, try to wake some one up to the best that is in him.

You know I believe every one of us has a mission in life to fill, in some form or other, and I honestly believe mine is to help the other fellow that is struggling in the same line of work as myself. Even though I have helped men to my own detriment I feel good that I have done so.

I am at the present time trying to prepare a message for you men at the New York convention that will be of some help to you, and try and give you the information that I often wished I had had when I first started in, and did not know where to obtain it.

You know, none of us can afford to miss this convention because we will obtain information in a few days that would take years to gain otherwise. The exhibits alone are worth the price to New York. Surely no live display man can afford not to study the fixture proposition from all angles. You should buy every fixture in your building, and in order to do so you must know the market. This knowledge you cannot gain through catalogues.

Some of you say, "Well, I will go if the firm pays my expenses, otherwise I will not." Now, look here, don't you think that is a wrong way to look at it? Can you be bought with the price of a trip to New York? Don't you think if you can educate yourself in your line, and become more competent that a substantial gain in your pay envelope is worth more than a small lump sum?

The educational program certainly looks good to me, and I cannot afford to miss it, and I never have and never expect to pass up anything so good as this in my line, circumstances permitting. Many the book and magazine I have bought for the idea that I could get from it. Here you will hear and see ideas galore. I feel sure that all display men who feel as I do, namely, "If they had their life to live over again, they would follow the same line of work," will be there.

On Wednesday evening, the Banquet Night, you will have a time of your life. You know the old saying, "All work and no play, makes Jack a dull boy." Say, I have a little inside information, so don't let the \$5.00 note scare you away because you will see the greatest outlay of outside and inside decorations you ever saw in your life. This price does not begin to cover the cost, but it will be bargain night.

Now, I don't want to let the cat out of the bag. But mark my words, it will be a night you will always look back upon, as one night when you had a time of your life.

What say you?

Get in the ring.

Respectfully yours,
E. Dudley Pierce,
Chairman of Executive Committee.

On To New York

NO ONE who has the interest of his profession at heart can afford to stay away from this, the biggest and best convention ever held in our history.

It is true that we had a wonderful convention last year, but all indications point that this convention will surpass all others in point of attendance, exhibits, and educational features. Previous conventions have been good, each was better than the one preceding, each touching on one high point in our growth and development, but New York will be greater than all from a real business standpoint. If you don't think so, you had better be on hand. There will be more business at this convention than at any we have ever held, and at the same time those New Yorkers will see that there is also more or less entertainment.

On to New York! Make plans to attend the convention August 2nd to 5th, 1915.

ARTHUR W. LINDBLOM,

First vice-president I. A. D. M.,

Minneapolis, Minn.

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Special Rates

I WANT TO HEAR from all display men who are located on or near the Chesapeake and Ohio R. R., between Cincinnati and Washington, who want special rates and Pullman to the I. A. of D. M., New York convention.

J. E. HANCOCK,

Chairman of Membership Committee,

Charleston, W. Va.

§ §

Montgomery Local Is Busy

THE LOCAL association of display men in Montgomery, Ala., is an exceptionally busy organization. The members are full of pep and they are starting in to accomplish a lot of good for themselves, their employers and the city of Montgomery at large. Here is an announcement they sent out recently and published in local papers:

There is a movement afoot in this city, particularly amongst those interested in Store Front Publicity, that's going to make the business district of Montgomery one of the prettiest and most attractive in the South—a downtown district that will impress those who come and go, so that when they go they will boost instead of knock.

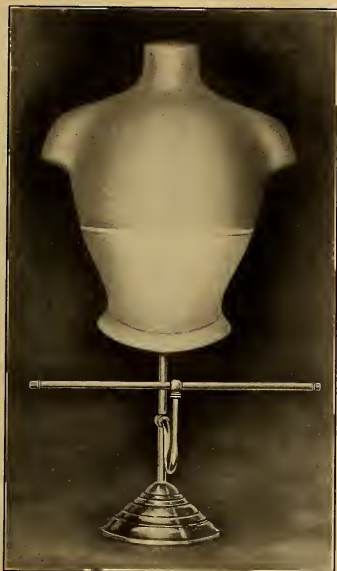
This movement will do much toward helping the Business Men's League and the Chamber of Commerce to put Montgomery "on the map."

Your fellow display men are behind this movement. They have organized and meet twice a month at the Chamber of Commerce. This is not a money-making project, but an educational and fraternal organization, whose keynote is co-operation, and which means much towards advancing the art of artistic and effective displays of merchandise.

The objects of this organization are:

To encourage modern and convenient arrangements of stores and show windows.

To study economical and effective methods of lighting.



No. 75C

A new form for combination underwear, etc. Note the new shoulder and other novel and practical effects.
Write for Details

Palmenberg

New York

Get our new catalogues, about going to press, biggest and best we ever issued; new ideas on Window Dressing and Decoration; a handy manual for the display man.

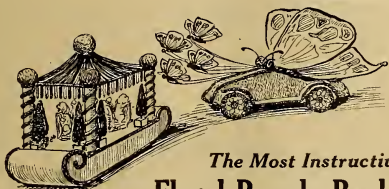
Meet us in the convention halls at our booth.

Also, when you have the time and inclination come 'round to our show rooms close by the Waldorf-Astoria.

J. R. Palmenberg's Sons

The Palmenberg Building

63 and 65 West 35th Street NEW YORK



The Most Instructive
Floral Parade Book

Ever Issued. Sent FREE

Baumann's Floral Parade Book is something entirely new in the way of instruction for decorating automobiles and floats. No expense has been spared to make this book a most helpful treatise on Floral Parades.

The main section of the book is given over to illustrations of some of the finest decorated automobiles. All size machines are shown, along with instructions of how to go about and trim your auto. Besides the illustrations of trimmed automobiles there are many illustrations of flowers and other decorations.

Every merchant and Window Display Man should get this book now so he can start at once to make a study of what is best for him to plan out for the store's use when local celebrations occur.

This will be a big year for street decorations on account of Panama Fair, Prosperity Week, etc. ALL THESE HUNDREDS OF IDEAS ARE FREE.

Our decorations are well made. Colors are dainty and show up to perfection.

Baumann's decorations will help you win prizes.

L. BAUMANN & CO.

357 W. Chicago Ave.

Chicago



\$1.00
BUYS
COMPLETE
SET of
PURE RED SABLE
ONE STROKE
SHOW CARD
BRUSHES
GUARANTEED
to be the best Brush
You ever used.
Outclasses the old
style "Péger"
MY
HANDSOME 96 PAGE
CATALOG SENT FREE
Chas. F. Strong, Founder
DETROIT SCHOOL
OF LETTERING
ESTD. 1899
DETROIT MICH.

EXACT SIZE.

To promote attractive signs and show cards.

To increase the public interest in display advertising.

To encourage the exchange of ideas.

To give assistance and encouragement to our members.

To inspire and develop the power of efficiency in the individual members.

The Display Men's Association needs the membership and co-operation of every progressive window trimmer in this city, whether working on a large or small scale; and if you are ambitious and willing to learn, you need their co-operation.

You should lose no time in learning more about this organization, whether you are the proprietor, advertising manager, salesman or stock boy. If you are the man accountable for the silent salesmanship through the window pane, then you are the man who should by all means be interested.

§ §

Dallas Display Men Dance

CLIFF PARK PAVILION was the scene of a summer dance and entertainment Wednesday evening, June 2, for the members of the Dallas, Tex., Association of Display Men. Decorations, special entertainment features and a program of varied popular dances dedicated to different Dallas firms combined to make the occasion one of memorable enjoyment.

A large crowd attended. Dancing started at 8:30 o'clock. Friends of the association members were present and the evening proved a great success.

§ §

Middletown Local Banquet

THE LARGEST banquet ever given here by so small an organization was last night's affair of the Middletown Association of Decorative Display men. There are only eight members in this new association but their interest, energy and ability must be in an inverse ratio to their number, for no more successful dinner could be given by any society in town.

The above is from a Middletown, N. Y. newspaper account of the first annual banquet of the Display Men's Association, held in that city on Wednesday, May 26th, at the Mitchell Inn.

The members of this new branch of the International Association are: President, George Skinner, of A. E. Ruggles' store; vice-president, Jas. F. Herbert, of Startup & Knight's staff; secretary, Walter J. Seeley, of the Tompkins Dry Goods Co.; treasurer, John Post, of Carson & Townner Co.; J. Edison Adams, of M. B. Wolf & Bro.; Gumaer Benedict of Tompkins Dry Goods Co.; Arthur Kilbert, of L. Stern; Wren Rogers, of the Stratton Theatre.

The Middletown Association has affiliated with the International Association. The official charter was presented to President Skinner by A. E. Hurst of the Economist Training School of New York.

Mr. Hurst was the speaker of the evening and gave a very interesting resume of the work of the once known "window trimmer," explaining the

reason why he is now known as a "display man." The speaker related the progress that has been made by the parent association since its inception. He gave some facts in reference to the approaching 18th annual convention to be held at the Waldorf-Astoria, New York, in August next, which it is estimated will surpass in greatness any convention heretofore held. Mr. Hurst urged the merchants of Middletown to attend the convention, where he felt certain, a great deal of information and education in the line of merchandising display might be obtained. The growth of right kind of window and store display was dwelt upon briefly indicating the great advantage to be derived from this character of advertising in connection with the proper handling of a retail business. Mr. Hurst closed his talk by stating he considered it an honor to be able to present the charter of the Middletown association, which he did.

President Skinner accepted the charter in behalf of the local organization and it was inspected by the diners. The charter members are George J. Skinner, president; James F. Herbert, vice-president; Walter J. Seeley, secretary; John Post, treasurer; J. Edison Adams, Gumaer Benedict, Arthur Kilbert and Wren Rogers.

The toastmaster then introduced the mayor, Hon. R. M. Cox, who gave a very interesting and helpful address. Mayor Cox, has within the past few months visited every city in the State of New York as president of the Mayors' Conference. The mayor paid a compliment to the "display men" of this city for the modern and up-to-date manner in which they do their work and expressed the opinion that the new organization would not only be a source of much benefit to their employers but would advance generally the interests of the city, and extended the wish for success in the enterprise.

The next speaker introduced was A. J. Edgell, vice-president of the International Association of Display Men; and manager of the Display Service Bureau of the Society for Electrical Development, New York City. Mr. Edgell is doing a great educational work in his particular calling and his remarks were decidedly timely and profitable to his listeners.

The last speaker was Morris B. Wolf, president of the Middletown Chamber of Commerce. Mr. Wolf said he welcomed the advent of the new organization and believed that every member of the chamber would endorse his statement. Publicity is a factor in retail business that has come not only to stay permanently but to be recognized as one of the most important departments in all lines of merchandising and the "display man" is today a man of more than ordinary intelligence, energy and resourcefulness. He expressed the desire to witness a continuous and prosperous growth for the new association.

§ §

ELECTRICAL PROSPERITY WEEK which is being planned in a big way for the opening week of next December should be boosted by every merchant who handles anything in the electrical line. Prosperity is the main theme of the campaign and it is planned to make a mighty effort to rout the bogey "Hard Times" and convince people that real Prosperity is with us.

L. A. FELDMAN FIXTURE CO., 24-26 WEST 30th STREET, New York City



Section of Display by Saks & Company, New York
FELDMAN FORMS USED IN THIS WINDOW
 The above photo shows only one section of this handsome display—it is reproduced to show the lifelike appearance of our attitude figures when properly gowned and posed in a window.

Get the Greatest Benefit from Your Show Window

Sitting Figure, on left, $\frac{7}{8}$ Bust . . \$75.00
 Standing Figure, in center, $\frac{3}{4}$ Bust . \$50.00
 Posture Figure, on right, $\frac{7}{8}$ Bust . . \$65.00

These heads are made of best imported wax. Have human eyes and extra full head of natural wavy hair. Half wax arms, wood legs and feet. Bodies are adjustable and can be posed in any position.

Don't fail to see them at the convention.



No. 716M
 Southern Hibiscus Flower Branch.—
 Fireproof, Natural Preserved Foliage, flower of Sateen in fall tints in any color desired. Branch 36 x 24.
 Per 10, \$2.50.
 Per 100, \$24.00

Be sure to visit our large Display at the New York Convention.

Our New Fall Catalogue Is Ready

ILLUSTRATING NEW ORIGINAL IDEAS FOR FALL TRIMS.

Be sure to send for it.

LOW PRICES

BEST QUALITY

Samples Sent Free

Beech or Oak Branches. Fireproof. Best select stock. 3 to 4 ft. long. Per 100.....\$5.50
 Colors in red, tan or green.

New Natural Preserved Poplar Branches. Fireproof. 36x18 inches. In Red, tan or green. Per 100.....\$5.00

Beech or Oak Roping.....2½¢ per yard, up.

Maiden Hair Ferns, large size. All colors. Per 100, \$5.50

Fall Vines of Muslin.....\$4.00 per gross, up.

J. HARTWIG CO.
 26-28-30-32 Pellington Pl., Brooklyn, N. Y.
 Showroom, 24-26 W. 30th St., N. Y.

The Chicago Special

EVERY DISPLAY MAN going to the big New York Convention from points adjacent to or west of Chicago is urged to meet the Chicago crowd and make the journey together on the Chicago Special, which will leave the Baltimore and Ohio depot at 10:45 a. m. Friday, July 30. Special arrangements have been arranged for as was announced in the June issue of this journal.



STOP A DAY ON YOUR WAY IN CHICAGO

The Hotel Sherman, which is the headquarters of I. A. D. M. men on their way to New York.

Every man who can conveniently do so should also make it a point to come in at least a day or so ahead of time and enjoy himself in this greatest of all American summer resort cities. It will be an easy matter to arrange for a stop over. Ask your local agent for any information you may require.



ON YOUR WAY SPEND A DAY IN CHICAGO.

There are thousands of spots like this to be seen in Chicago parks. Pictures that should stir the heart of every enthusiastic display man. Come and see them.



ON YOUR WAY SPEND A DAY IN CHICAGO.

Here is State Street, with the finest window displays in the world. You can see hundreds of fine displays along this street any day.

There is no city in the world that offers more to the live display man than Chicago. The State street stores alone with their magnificent windows would more than repay one for a visit, but these world famous stores are but a small part of what this wonderful city offers the summer vacationist. First of all there is the lake that stretches for miles along the city and assures not only cooling breezes, but endless opportunity for vacation pleasures. Excursion boats of every kind from the tiny launch to the immense floating palace offer inexpensive excursions of almost any duration desired.

Along the wave washed sands are located bathing beaches, municipal and private, some of them



ON YOUR WAY STOP A DAY IN CHICAGO.

The Bismarck Garden. One of Chicago's beauty spots that offers many pleasures to the display man.

among the finest in the world. These beaches dot the entire lake front in a practically unbroken array from one end of the city to the other. Many thousands of bathers visit these free beaches daily in latter August. They are an attraction that alone would justify a visit to Chicago.

Then there are the parks—seven of them covering an area of more than 2,000 acres. Chicago's

Latest Model Suit and Dress Forms

Sizes 16 and 36



Showing simply two examples of our complete line

No. 75 Lustrous Satin covered bust, body white jersey cov. White enamel wood stand.

No. 76-I White jersey covered body, Iron stand.

Write for prices

We are specialists in the manufacture of correct forms and fixtures for up-to-date display purposes.



No. 75

Send for full particulars

S. M. MELZER COMPANY

915 Filbert St.

No. 76-I

Philadelphia, Pa.

DAYTON, O., JULY 1, 1915
DEAR MR. CARD-WRITER:-

I MIGHT SEND YOU A TELEGRAM, BUT IT WOULDN'T CONTAIN MORE IMPORTANT NEWS THAN I GIVE YOU HERE ABOUT

"Perfect Stroke"

BRUSHES AND SUPPLIES

PRICES ONCE AGAIN DOWN TO NORMAL—DUE TO LARGE CONTRACTS I PLACED RECENTLY.

THE "PERFECT STROKE" LINE IS LONGER AND STRONGER THAN EVER
SEND YOUR ORDERS TO
YOUR OLD FRIEND,

BERT L. DAILY

DEPT. E-7

DAYTON, O.

COME TO THE NEW YORK CONVENTION OF DISPLAY MEN AND DON'T FORGET TO LOOK UP "DAILY OF DAYTON." HE'LL BE THERE WITH THE WHOLE "PERFECT STROKE" FAMILY.

Special Train Announcement

All of you display men who are going to the New York Convention on the B. & O. train should make reservations right now. Our "Special" leaves Chicago for New York at 10:45 A. M. Friday, July 30th. The fare is only \$28.65 for the round trip. The Pullman fare is \$5.00.

Here is a chance of a life-time to ride in a special all-steel train with every comfort and convenience at a very low cost for the trip. Then too you will be one of a jolly party.

A number have arranged to join this "Special" from points along the line. All can do this who make arrangements in advance.

For reservations and full information be sure to write at once to George H. Lamberton, 431 So. Dearborn St., Chicago, Ill.



ON YOUR WAY STOP A DAY IN CHICAGO.

Chicago's many beautiful parks are an inspiration to the display man. This is a scene in one of them. There are many similar ones.

public parks are among the most beautiful to be found anywhere and their buildings and details of ornamental gardening will prove an inspiration to the display man. In any of the parks will be found natural and architectural beauties which, if they were to be worked out in the form of window settings, would make any display man famous. The Art Institute with its wonderful collection of paintings and objects of art will afford any appreciative display man several pleasant and profitable hours. It is at this institution that many leading display men have received the inspiration that has prompted their best work. In addition there is the Field Museum and various libraries and many other points of interest for the studiously inclined decorator.

Possibly you may have a taste for base ball. If that is the case you may be interested to know that Chicago is scheduled to play New York at the National League Park on July 29, the day before the Chicago special leaves for New York. But base



ON YOUR WAY SPEND A DAY IN CHICAGO.

There will be games at both of these parks on July 29 and 30. If you are a fan here is a chance to see Chicago play New York or Buffalo.

ball is only one of the many amusements the visitor has to select from. There are pleasure parks galore—some among the largest in the country, and all of them offering entertainment of every conceivable kind.

And when the lights are turned on in the evening, the visitor is surrounded by amusements of every description. All in all, Chicago has so much to offer that every one who is able to do so will be



ON YOUR WAY SPEND A DAY IN CHICAGO.

Do you like to swim? Here are some of the many beaches that line the shores of Lake Michigan. Come on in—the water's fine.

mighty glad that he decided to spend a day on his way in this big city of summer delights.

As was announced last month, the Hotel Sherman has furnished headquarters for all display men on their way to New York. This is one of the newest and best hotels in the city. It is conveniently located in the heart of the down town district and within easy reach of all railway stations. Count on spending a day or more in Chicago and you will not regret it.

The Little Wizard of Letter Craft

SPEED - BALL PENS

For Modern Sho-Cards

Sizes complete with Instructions and Book of Alphabets. **\$1**

"They're Great"

ORDER THEM TO-DAY

MONEY SAVERS

An alluring offer on BER-ZER *Incomparable* BRUSHES at prices that will astonish you. Every one guaranteed.

Genuine Red Sable Script or Scroll Brushes. Finest quality, 6 sizes, 1 to 6. Special price. **\$1.00**
Genuine Red Sable Show Card. The best on the market. 5 sizes, 4-6-8-10-12. Special price. **\$1.35**
Genuine Red Sable Show Card (Flat). The best flat brush ever offered. 4 sizes, 6-8-12-16. **\$1.75**

Get our snappy new Illustrated Catalogue to-day.

BER-ZER STUDIO, Dayton, Ohio
Quality Scenic Painting for Fall Windows. Write us.

Something New

POST - CARD STENCILS

(3½ x 5½)

30 different designs of beautiful FLOWERS in colors, suitable for eights and quarters sheets also. Complete (ready to cut) with instructions and color plates.

\$2.75 per dozen
Sample set 25c each

SEND TO-DAY

LATE SUMMER TRIMS

Make Your Windows
Look Like Summer



Suggestions:

Roses, Dahlias, Geraniums, Holly-hocks, Ferns, Vines, Sprays and Garlands.

L. Baumann & Co.

*Leading Importers
and Manufacturers*

357-359 W. Chicago Ave. CHICAGO

Why we sell cheaper



No. 22.
Life-like wax figure. Head, half bust model. Wax half arms, new shape body. wood legs. —\$22.00

We MAKE everything we sell, saving you the middleman's profit.

We are NOT located in the high rent district, saving you this cost which all others must charge you with.

We sell our product ONLY through our catalog and trade-magazine advertising, saving you the commissions and traveling expenses of salesmen, which all others must figure in their cost.

We operate our organization at the LOWEST possible minimum because all our manufacturing, purchasing and selling is always under the constant personal supervision of each member of the firm.

If you pride yourself in being a level-headed business-man, you should confer with us before you buy.

Visit our exhibit at the display men's convention to be held in the Waldorf-Astoria, New York, Aug. 2nd, 3rd, 4th and 5th. Booths 62 and 63.

B. BRAGER & SONS

49 Crosbe St. One Block East of Broadway N. Y.



One of Our Many Popular Models

Manufacturers of fixtures, furniture, statuary, artificial flowers, scenic backgrounds, etc. Use our larger outfits with remarkable success for varnishing, enameling, lacquering, painting and finishing their products.

Paasche's 3 in 1 Air Brushes

The Best of Them All

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

TRIMMERS' AND CARDWRITERS' OPINIONS:

Greatest Little Instrument

Gentlemen—I received your Model "E" 3 air brush and am more than pleased with it. It's the greatest little instrument I ever saw and would not be without it. Yours truly, E. CAVANAUGH, Toledo, O.

Derived Much Pleasure and Profit

Gentlemen—I like the brush very much and have derived much pleasure and profit from it. Yours very truly, T. E. LAMGAN, Superior, Wis.

By One of the Best in the Business

Gentlemen—Of all the air brushes I have used for years, the "3 in 1" Model "D" Paasche Air Brush fills every test that I have put it to. Do not see how I got along without it. E. J. BERG, Display Manager Burd's, New York City.

Paasche Air Brush Co., Ma
5 South Clinton St. CH
Send for latest circular of complete outfit



ON YOUR WAY STOP A DAY IN CHICAGO.

The lake is one of Chicago's chief natural attractions. It makes possible all manner of water sports and keeps the mercury down in summer.

On the Job

EARLY IN JUNE Chicago had a street car strike that completely paralyzed all regular systems of transportation with the exception of the steam roads that run into the city but do not reach the shopping district. The strike was called after midnight on Sunday so practically no one knew about it until the following morning. Nevertheless, in the principal morning newspapers of the city Marshall Field & Co. had, in addition to their regular advertisements, a half page telling about their telephone system and their preparedness to fill all orders received from their strike-bound customers. Rothschild's also had a smaller ad along the same lines. Later all of the large stores had telephone advertisements.

♦ ♦

THE WEBB HARDWARE CO., of Sandstone, Minn., advertises in a local, with a full page offering to meet any mail order price and save the customer half the freight. It asks its patrons to fill out a blank giving the number, price and description of the goods and if this is done the goods will be duplicated and the freight saved. There's no getting away from an argument like that.

♦ ♦

New Wax Figure Catalog

A new kind of wax figure catalog has been issued by C. E. Stevens & Co., 57 West Twenty-fourth Street, New York. One point of novelty lies in the fact that the unusually handsome figures in wax are shown in the windows of stores that are using them, instead of showing them without a setting of any sort. The photographs, which have not been altered or retouched, show the Stevens' figures in the windows of Marshall Field & Co., Chicago, and Joseph Hoene & Co., Pittsburgh. They are carefully dressed and, with the suggestion of a window setting behind them, will give the display man or merchant a very accurate idea as to how these figures would actually appear in his own windows.

Although this firm has been well known among the better class of stores for the past twenty years, this is the first catalog they have ever issued as their output was virtually sold by their customers. For this reason the new booklet will be received with unusual interest by display men and merchants generally. It is well worth writing for.

Big Order for Reflectors

The Great Western Fixture Co., of Chicago, recently sold an unusually large order of show window reflectors to the Golden Rule Store, of St. Paul. There were required 116 reflectors to equip the windows of this big modern store. A number of tests were made and Pittsburgh reflectors were chosen among several other candidates because of their economy of light and high illuminating efficiency.

♦ ♦

Table Top Clothing Rack

Hugh Lyons & Co., of Lansing, Mich., have placed on the market a new type of clothing rack that will appeal to every merchant who sees it. It has all of the advantages of the regulation clothing rack in the economy of space and capacity for holding a large number of garments which are kept in perfect condition. In addition the new Table Top Rack has a large display space which can be utilized to good advantage in showing furnishings or other goods. This rack is beautifully made; holds from 90 to 100 suits and sells for \$15.00, which is a remarkably low price. It is a fixture that is well worth investigating by any merchant who sells men's clothing.

♦ ♦

Handsome Wax Figures

There has been wonderful improvement in the quality of wax figures made in this country during the past few years. The figures of today are infinitely superior to those of a dozen or so years ago and this has caused them to be used by the better stores to a far greater extent than they were ever used before. In this connection it may be stated that some remarkably fine figures are now being made by Irwin G. Culver Co., 60 East 8th Street, New York. The Culver figures are beautifully modeled and their finish is beyond criticism. They are said by experts to be among the most lifelike wax figures that have been produced up to the present time.

♦ ♦

Window Display Contest

During the big advertising convention there was held in Chicago a window display contest in which various trophies were offered for the best displays of nationally advertised goods. The first prize, a handsome silver loving cup, was awarded to D. A. Polay for a display he put in for Beachy & Lawlor. While Mr. Polay was naturally much gratified with the honor, he said modestly that anyone ought to be able to win a prize if he had Polay fixtures to work with.

♦ ♦

New Fall Flower Catalog

Joseph Schack, president of the Schack Artificial Flower Co., of Chicago, announces a new Fall Flower Book which is just off the press and ready for distribution to all who write for it. The new catalog, says Mr. Schack, is the best that he has ever issued. It contains a large number of brand new ideas for window and interior decoration and shows illustrations of scores of decorative units for the coming season. Those who have not already sent for this book should do so without delay.

♦ ♦

Polay Wins Silver Cup

D. A. Polay, Display Instructor for Men's Wear of the Chicago Display Managers' School, set the display at Beachy & Lawlor's which won the first prize silver loving cup awarded by the Associated Advertisers' Committee for the best window display of National Advertised merchandise shown during convention week of the Associated Advertising Clubs of the World, held in Chicago last month.

Dave will repeat the demonstration, and show how the prize was won, at the special entertainment arranged by Chicago Display Managers' School for display men and their friends, who stop here enroute to the New York Convention. Display men, regardless of affiliation, are invited to come to the school on Thursday afternoon, July 29th, to be entertained with lectures and demonstrations by well known Chicago display men.

J. B. Williams, New York

extends to

*The
International Association
of Display Men*

a hearty invitation to visit Booth
No. 42 at the Waldorf Astoria
Hotel, New York, August 2, 3,
4 and 5. In the meantime let's
get acquainted.

Catalog No. 7 sent on request.

J. B. WILLIAMS

at the sign of—
Folding Hat Rack
since 1893

31 West 4th St. New York, N. Y.

BEAVER BOARD WALLS AND CEILINGS



For Many Purposes

A boon for window trimming,
Beaver Board has many other uses
in your store

Light, strong, easily-handled, it's
just the thing for remodeling or
repairing walls, ceilings, par-
titions, etc. Paint it to fit your
decorative scheme.

In your home, too, or any other
building in which you may be inter-
ested, Beaver Board can be used to
advantage in a variety of ways.

If you are going to build, remodel or
repair, send for the interesting little
book, "Beaver Board and Its Uses."
It's free. Ask us also about Beaver
Blackboard.

Sold by 9,000 lumber, builders' supply
and hardware dealers.



The Beaver Board Companies

U. S.: 630 Beaver Road, Buffalo, N. Y.
Canada: 830 Wall St., Beaverdale, Ottawa
Gt. Brit.: 4 Southampton Row, London, W. C.

Branch Offices in Baltimore, Boston, Chi-
cago, Cleveland, Detroit, Indianapolis,
Kansas City, Mo., Minneapolis, New York
City, Omaha, Philadelphia, San Fran-
cisco, Los Angeles.



Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully
described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

KADY SUSPENDERS

are built to wear—and to wear with comfort. Sturdy
yet flexible, high grade webbing gives them a com-
bination of strength and lightness
which is unsurpassed.

THE Double Crown Roller (Patented)

provides an automatic adjustment
of the bands which conform to
the wearer's every movement and
prevents the slightest binding or
discomfort.

Kady Suspenders are the choice of
a large group of generous and dis-
criminating buyers who appreciate
and demand quality.

Retail at 50c and 75c
Prices to Dealers
\$4.00 and \$4.25 doz.



THE OHIO SUSPENDER CO., Mansfield, O.
Makers of all kinds of Garters, Suspenders and Belts.

Compo-Board

for

Show Window Backgrounds

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp - paper or card-board.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about Compo-board. Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDALE AVE., NORTH MINNEAPOLIS, MINNESOTA



Will You Accept Free The Best Book Ever Published on Decorating Automobiles, Floats and Buildings

Outdoor Decorations

Automobiles— Buildings— Floats—Etc.

Remember that "Outdoor Decorations" is published exclusively for the benefit of subscribers to "Merchants Record and Show Window" and will not be sold at any price. Send in your order now and the book will be forwarded by return mail.

THIS book is called "Outdoor Decorations" and contains a collection of more than 100 fine engravings showing the best examples of parade and exterior decoration done by the leading decorators of the country.

If there is to be a parade in your city this summer, you will find this book a gold mine of practical suggestions. It is filled with new and clever ideas for the trimming of automobiles, floats, carriages, halls and the outsides of buildings. The schemes of decoration vary from the simplest to the most elaborate, and any of them can easily be copied by any practical decorator.

If you have any outside decorating to do, this book will prove a wonderful help—you can't get along without it.

"Outdoor Decorations"

will be sent FREE with every new subscription or the renewal of an old subscription to "Merchants Record and Show Window."

If you are already a subscriber to "Merchants Record and Show Window," send us \$2.00 to extend your subscription one year, and we will forward you free and prepaid a copy of "Outdoor Decorations."

If you are not a subscriber to "Merchants Record and Show Window," send us \$2.00 for a year's subscription and we will give you free and prepaid "Outdoor Decorations" in addition to sending you twelve monthly issues of the only journal devoted exclusively to mercantile display.

Merchants Record 431 S. Dearborn St.
and Show Window Chicago U. S. A.



WOLD
AIR BRUSHES
THE STANDARD OF
THE WORLD



SEND FOR
Our
72-Page
Air Brush Catalog

THE WOLD AIR BRUSH ART SHOP
716 W. Madison St., Chicago, U. S. A.

RELIABLE
PRACTICAL
DURABLE
:: ::
SPRAYERS
AIR
COMPRESSORS

**SNOW
WATER**

"REGULAR"
for all
Sign Makers'
Brushes



**WHITE
COLOR**

"SPECIAL"
for all Pens, fine
Brushes and
Air Brush

"PERFECTLY WHITE AND WORKS PERFECTLY"

"Both "Special" and "Regular" SNOW WHITE have been endorsed by expert critics. Letters and references on file. A proven success."

Booklet sent on Post Card request
Manufactured by
P. O. Box 578 J. W. JOHNSTON Rochester, N. Y.
Please mention "Merchants Record"

A most cordial invitation is extended to the members of the International Association of Display Men and their friends, also visitors to the Convention, to call at

L. SCHNEIDER
6 Second Street, New York, N. Y.

and inspect our lines of artificial flowers. We carry a large and complete line of flowers, sprays, vines and palms for decorating purposes.

Send for samples and prices.
We do not issue catalogues.

ELITE

Used by the
Largest
Stores

PRICE CARDS

Made of heavy high-grade White Cardboard with Beveled Edges of Gold or Silver in a variety of shapes and sizes. *ELITE CARDS* give a touch of elegance to the article to which it is attached.

HURLOCK BROS. COMPANY
3436-38 MARKET ST. PHILADELPHIA
3435-39 LUDLOW ST.

WANTED

More subscriptions and advertising for

THE ADVERTISING WORLD

This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to diverse lines of trade. Subscription price \$1.00 a year. Stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

→ TAKE INVENTORY EASY ←



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NO BOOK TO REFER TO NO FIGURING TO DO

Get This on Approval

Measures Cloth, Laces, Trimmings and Ribbons without unwinding

Putnam's Improved Cloth Chart

Price \$10.00 Parcel Post on Approval

Dept. W THE A. E. PUTNAM CO., Washington, Ia.

The Art of Decorating
Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

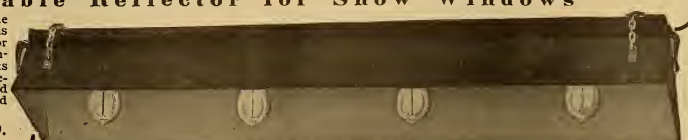
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431 So. Dearborn Street, Chicago

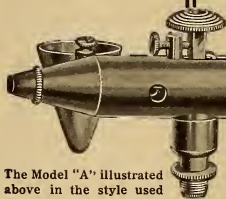
Adjustable Reflector for Show Windows

Especially designed for use with The Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago



You Can Do Better Work With the Fountain Air Brush



The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago



Lignine (Wood) Carvings

— Unbreakable —

If you could open our mail and see the REPEATED, REPEAT ORDERS received daily, and the standing of buyers—*You Would Be Impressed.*

LIGNINE (WOOD) CARVINGS are natural Window Trim. Use them today—take them off and use them next Christmas.

UNBREAKABLE is the WORD

Catalog and sample FREE.

Ornamental Products Co.

52 Fourteenth Ave.

Detroit, Mich., U. S. A.

Demonstrated at New York Convention.

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1915 Folder showing full line at a glance,

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.



SNOW WHITE WATER COLOR

"REGULAR"
for all
Sign Makers'
Brushes



"SPECIAL"
for all Pens,
Fine Brushes
and Air Brush

"PERFECTLY WHITE AND WORKS PERFECTLY"

"Remember, Special SNOW WHITE is equally good for pen, brush or air brush,—a unique, three-in-one preparation."

Booklet sent on post card request

Manufactured by

P. O. Box 578

J. W. JOHNSTON

Rochester, N.Y.

Please mention "Merchant's Record"

BOOK ON STORE FRONTS

THE subject of Store Fronts is of such importance that each buyer should make a thorough investigation—and profit by the experience of others. For nine years we have specialized in this work, have helped retailers build more than 40,000 Store Fronts, and we believe our experience qualifies us to work with you. Before you take another step in the consideration of your new front, read "Boosting Business 14." It contains photographs and sketches of real Store Fronts, and information that will enable you to decide on the Front that your business requires. We will be very glad to co-operate with you and offer you the benefit of our specialized experience in this work. Just drop a card for this booklet and it will go to you gratis.

Kawneer
STORE FRONTS

Factories:

Niles, Mich.

Berkeley, Cal.

Guelph, Ont.

Kawneer

Manufacturing Company

Francis J. Plym, President

Dept. E, 142 Factory St., Niles, Mich.

Home Offices

We have
a branch
near you

Wants, For Sale, Etc.

All Notices under this Department. \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WANTED—A window trimmer, cardwriter and interior decorator, capable of handling department store work, modern windows, requires up-to-date trims. Must be quick, thorough and competent. Position open July 12. Write, including references and work. Salary \$25 to \$30 a week. Address Kratz Bros., Escanaba, Mich.

WANTED—We require the services of an experienced window trimmer and cardwriter to take charge of 250 feet of modern show windows. Have capable assistance. Apply with references, The Muller Co., Ltd., Lake Charles, La.

POSITION WANTED—Experienced up-to-date display manager and cardwriter would like to connect with progressive dry goods or department store. Best of references. Moderate salary. Samples of work upon request. Address Box 253, care Merchants Record and Show Window.

SPLENDID opportunity for men to learn window trimming and show-cardwriting. Pays \$20 to \$50 weekly. Positions secured. Most practical school. Catalogue free. Easy payments. Twin City School of Window Dressing, 17 South 7th St., Minneapolis, Minn.

CARD WRITERS—Before you order your next brushes, send for our large 48-page catalogue, which is full of valuable information for card writers. Enclose 2c stamp to Desk M. The Card Writers' Supply Co., Galesburg, Illinois.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS



A Revolving Display Table in Your Window

Will Bring Business

Write for catalog of Tables, Counter-
shafts, Pulleys, Reducing Gears, etc.

WINFIELD H. SMITH

8 Lock Street

Buffalo, N. Y.

Work Done on the Premises

Renovating and Repairing

SAM. E. GUMBINNER, WAX FIGURE ARTIST

Oil Colorings—Lasting

I Visit All Sections of the United States Semi-Annually

Write Me

Endorsed by the

Display Managers and Window Trimmers Associations

581 W. 161st Street

NEW YORK CITY

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- { 100 Displays of Women's Ready to Wear.
- { 100 Good Men's Wear Displays.
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- { 100 Good Alphabets for Show Cards.

Any **one** of these five New Books sent **free** on payment of your subscription.

**Deduct
50c**

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- { Hardware Window Dressing. 2.50
- { The Card Writer's Charts..... 1.50

Select any **one** of these books and add price to your subscription less 50 cents.

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- { Modern Painters Cyclopaedia..... 1.50
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- { Store Management, Complete, Farrington 1.00
- { Successful Retail Advertising..... 2.00

SENT POSTPAID ON RECEIPT OF PRICE.

THE MERCHANTS RECORD CO., CHICAGO

Free to Those Asking



Our 1915 Fall Catalogue, illustrating in colors all the latest Designs for Window Trimming, Interior Decorating, etc.

Frank Netschert Co., Inc.,

61 Barclay Street

New York, N. Y.

*Manufacturer and Importer of Artificial
and Natural Prepared Flowers and Plants*



Special Valance No. S. K.

It is not enough that the merchandise displayed in your show windows be of good quality and value. To be effective sales producers these displays must be made in well appointed, carefully planned windows, which in themselves are pleasing to the eye of the possible customer.

No single feature will add such a great degree of attractiveness and individuality to YOUR store front as a well made valance selected or designed especially for your requirements.

Send us dimensions of your windows and we'll mail our Folder of Valance Designs (in actual colors) with recommendations for your front.

Do it now—you incur no obligation in determining the cost of valances for your windows.

Curtis-Leger Forms and Fixtures

are built to "stand up" under long continued service—they work for you day in and day out and their first cost is their only cost.



No. 1841

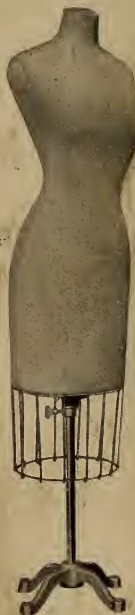


The forms illustrated here are new models designed for the Season's style requirements. They are splendidly made and will last for years.

The display plateaux shown above are made in several sizes with interchangeable legs and may be had in any finish. They are almost indispensable for all kinds of unit displays.

Note the Silk Plush—we have it in several grades and widths and in all colors. Ask for sample card and price list.

Catalogs illustrating our display equipment will be mailed to any responsible merchant or window trimmer on request.



No. 2176

GURTIS-LEGER FIXTURE CO.

237 Jackson Blvd.

Chicago

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO



The Power of Attracting

attention to your displays rests to a great extent with your decorator—but he cannot get the best results nor give you the full benefit of his skill without proper appliances to work with. Norwich Fixtures will give him everything he needs to do this. Send for Our Catalog—and let him make a selection for your Fall displays.



The Norwich Nickel & Brass Co.

NORWICH, CONN.

New York
712 Broadway

— Salesrooms —

Boston
26 Kingston St.



Get the People Into the Store Thru Your Show Window

But—even good show window displays require artificial lighting and artificial lighting requires good reflectors. “Pittsburgh” Show Window Reflectors are good reflectors, many merchants have selected them for the best. They have correct designs to light your window most economically—and they *do not cost any more* than what is usually charged for inferior reflectors.

Our experience is your opportunity to secure expert advice on your window lighting. We make a reflector for every need—and remember—we give you just what you want. Ask the merchants who are using them.

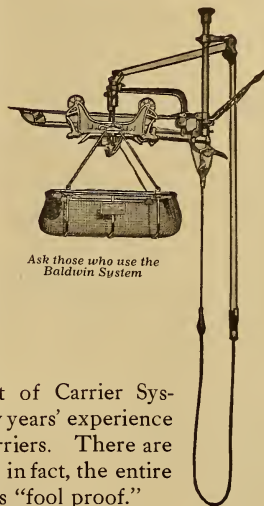
Now is the time to take this matter up for the fall season—don’t delay. Our new booklet on this subject is yours for the asking.

Pittsburgh Reflector & Illuminating Co.

3117-3119 Penn Ave., Pittsburgh, Pa.

YOU HAVE TO LIVE

with your Clerks and Carrier System and it is well to have both working smoothly and harmoniously, in order to give your customers quick service, which is demanded in these days of keen competition.



Ask those who use the Baldwin System

The Baldwin Flyer CASH AND PACKAGE CARRIER

is the highest development of Carrier Systems; a result of over twenty years' experience specializing on wire-line carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "fool proof."

It is the greatest advance in carrier construction in years and when equipped with our

Ball-Bearing Wheels

and "no tear" rim Baskets you will have a system with no "come backs."

Baldwin ball-bearing wheels are made right—no oil is required, nothing to damage goods and collect dust.

Our Over-Shoot

operates to the second floor into the most remote corner, as it will turn a curve after it gets up there, if necessary; can be sent with great speed easily, and is noiseless.

Our Up-Shoot

is the reverse of our over-shoot. These are the only successful carriers of their kind and require no added expense for power.



Investigate the most important part of your store equipment

Do your carriers need overhauling? See what Baldwin can do for you on an exchange. Don't be bothered with defective store service. Baldwin Carriers will give you absolutely the most perfect service possible to obtain.

Write us today

See our latest improvements

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

Cash Carrier Monopoly Smashed!

Hundreds of Merchants Saving Money
by Installing

UNIVERSAL TUBE SYSTEMS

Write Us Today

Universal Pneumatic Transmission Co.

146 West Ohio Street

CHICAGO, ILL.



The Latest in Fall
Designs of Art
Flowers shown in
Catalogue No. 329

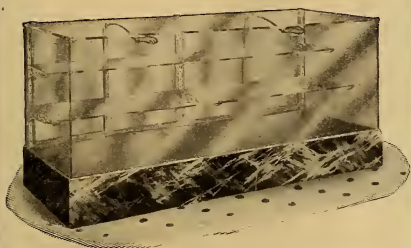
Write for it

Carl Netschert

ART FLOWERS

12-22 North
Michigan Av.
4th floor Ward Bldg.
CHICAGO,
ILLINOIS

Business Is Good— And Getting Better



Multiply your turnovers and increase your profits by putting in one or more of the famous

Quincy Special Show Cases

The case here shown is built to meet your requirements. It's but one of our great show case family. We make them in all styles and at all prices, for every merchandising need.

Catalogue No. 22 is a book for retail merchants. A copy will be mailed you free, if you will let us know you want it.

Quincy Show Case Works Quincy, Illinois

Pittsburgh, Pa.,
949 Penn. Ave.

Wichita, Kans.,
301 Beacon Bldg.

Dallas, Texas, 406-408 S. Lamar St.

Jacksonville, Fla.,
116-118 E. Forsyth St.

Oklahoma City, Okla.,
208 N. Robinson Ave.



The above is reproduced from a photograph of

No. 71. Full bust wax head
No. 7. Wax full arms
Sitting form No. 2 size 34.

Shown in windows of

Marshall Field & Company
Chicago, Ill.

A young woman, a debutante, if you
please, with just the suggestion of a smile

Made by

C. E. Stevens & Co.
57 West 24th Street
New York City.

Catalog mailed on application.



KAWNEER STORE FRONTS awarded gold medal at Panama-Pacific Exposition. See our model front there.

GET THIS STORE FRONT BOOK

Don't risk the amount of money it requires to install a new Store Front when a mere request will bring you "Boosting Business No. 14"—a Store Front book compiled for you. It contains actual photographs of many of the most successful big and little Store Fronts recently installed, sketches and information which will be of value to you in making your decision. Your new Front can pay for itself by the increased sales it will produce if it fits your business and if it will *work* for you—and we believe KAWNEER will give you the results you are expecting, as it has for 40,000 other retailers. Just say "Send Boosting Business No. 14." It will go to you at once—without obligation. We want you to *know* KAWNEER and the results which follow its installation.

Kawneer

Manufacturing Company

Francis J. Plym, President

Dept. E, 142 Factory St.

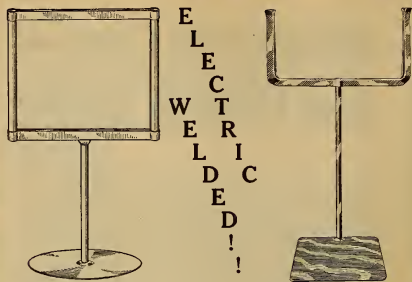
NILES, MICH.

Home Offices

Factories:
Niles, Mich.
Berkeley, Cal.
Guelph, Ont.

We have
a branch
near you

562



No. 690—5½x7 Cards
\$4.00 per Doz.
No. 691—7x11 Cards
\$6.00 per Doz.
No. 692—11x14 Cards
\$8.00 per Doz.
Finished in Nickel, Gun
Metal or Oxidized.

No. 682—\$2.00 per Doz.
6, 8, 10, or 12 inch Stand-
ards Base, 4x4½—
Arms, 7 inch wide
Finished in Gun Metal
or Oxidized.

Our Line of Samples Is on Display at

The Five & Ten Cent Exchange—No. 10 West 20th St., New York City. We also show our lines of Wire Display Racks, Easels, Garment Drying Forms and other Wire Specialities.

Write us for our Window Dresser's Supplement!

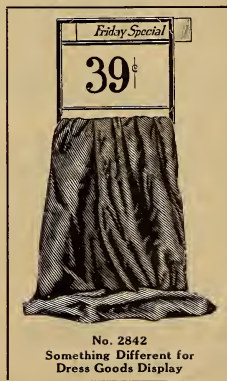
J. B. Timberlake & Sons

Manufacturers

JACKSON, MICHIGAN

Frankel

Every great industry has at least one familiar name, a



No. 2842
Something Different for
Dress Goods Display

name identified with prosperity and popularity—a name that represents the highest ideals and achievements in its particular industry—a name that stands for honorable dealing, clean modern business methods—a name that comes first to the lips when that industry is mentioned. The name **Frankel** is a synonym for the best that can be produced in display fixtures, forms and wax figures.

Inspect Our New Samples at Our
Big Show Rooms

Frankel Display Fixture Co.

Established 1888

Manufacturers of Absolutely the Best

733 & 735 Broadway Opposite Astor Place NEW YORK



A New Suit Fixture

This rack is made with a top shelf to keep suits clean and also makes a splendid top to decorate with a suitable trim.

The tops are all full length of rack in 3 sizes—6, 8, 10 feet long and always 30 inches wide.

There is room to hang 2 rows of suits, as rack is equipped with 2 oxidized steel bars. Made in 3 styles and a dozen finishes.

We make several other styles.

THE OSCAR ONKEN CO.

3727 Fourth Ave.

Cincinnati - Ohio



Have You Seen Our No. 89 Catalog?

We Are Still Growing!

Why?

The reason must be that we are giving Better Value for the Money. You can always depend on our Decorations to be right, the Classiest, Nobbiest and Most Exquisite Colorings and Designs.

If you cannot call at our Show Room, write for our Fall Catalogue illustrated in colors, it will show you.

Every Employee an Artist in his or her line.

We supply the Largest as well as the Smallest Stores.

With our increased facilities we can give you prompt service.

ORDER EARLY!

ORDER NOW!

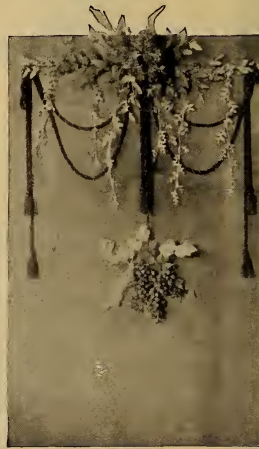
Buy These Decorations, Ready to Install



Panel decorated at top with large sprays of mountain ash, and one Nasturtium spray without a drape of silk cord. Price, \$4.25. With drape of silk cord, price, \$6.75.
Lower decoration is a flower box filled with nasturtiums. Box is 4 feet long. Price of Birch Bark Covered Box and foliage, \$7.00.

Both small and large stores will appreciate these new complete floral decorations that fit on any background or panel. Each decoration is absolutely original and the colorings are absolutely new. Tell what colorings you want and we will supply same to you.

We demonstrate a large range of these complete background decorations in actual backgrounds in our show room. Be sure to see them next time you are in Chicago.



Here's a simple and very beautiful Combination Spray of Chrysanthemums and foliage with drapes of silk cord and pendant of grape foliage and grapes finished in soft monotone of Fall colors. Price, \$9.50. Without silk cord, \$6.50.

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. CHICAGO AVE.

CHICAGO

We occupy 33,000 Square Feet of Space

Lyons' Attitude Figure



A Big Seller



No. 569. Mounted on a 7-inch colonial cast brass base and 1/8-inch square standard. The form is made of very heavy papier-mâché and highly finished in flesh-colored enamel. This form has no metal cap, being entirely covered with the enamel. Has a satenee girdle. Price each, \$7.00.

We are calling your attention to this new figure again this month in the belief that some of the readers of this paper may possibly not know about it.

At the New York Convention

this "Attitude Figure" was only one of the new things in our line that made our exhibit one of the big bright spots of the Exposition. The Eighteenth Annual Convention is now a matter of history but all who had the opportunity of inspecting the "Lyons' line" took away ideas and memories that will last them for many a day to come.

We Manufacture

Everything in Metal and Wood Display Fixtures,
Papier Mâché Forms, Wax Figures, Clothing
Cabinets, Triplicate Mirrors, Window
Dividers, Store Stools, Show Cases,
Outside Display Cases, Etc.

Write for Catalogues and Prices

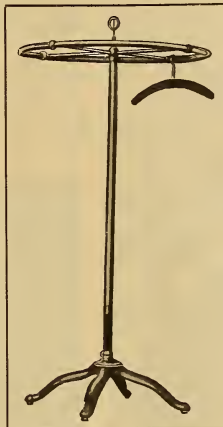
Hugh Lyons & Co.

802 East South Street, Lansing, Mich.

New York Salesroom: 35 W. 32nd Street

Chicago Salesroom: 313 Jackson Boulevard

Have you received your copy of latest issue of "COMPLETE DISPLAY" our beautiful new magazine?



This Shirt Waist Display Rack is the newest addition to our line. The top circle revolves on the standard and will hold 50 Shirt Waists.

We make a special hanger for use with this rack which keeps the waists in excellent condition.

Price, No. 949, complete.....\$6.50

Special Hangers, per 100..... 3.50



No. 578. Made of the best papier-mâché, finished with the most beautiful flesh colored enamel covering the entire bust, neck and arms. The waist is finished with a white satenee cover and trimmed with a velvetenee belt. The form is mounted on a heavy 7-in. square base with a cast sub-base with feet. Price, complete.....\$8.50

Schack's New Fall Flower Book Is the Best Ever Published



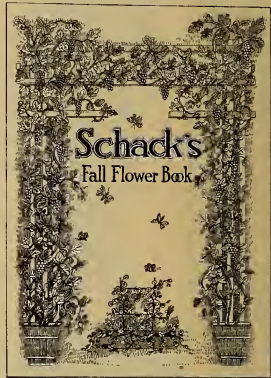
Joseph Schack
Founder and President of the Schack
Artificial Flower Co., Inc.

For years we have enjoyed the reputation of being the most progressive flower house in America. Our new Fall Flower Book will help to confirm this reputation.

This beautiful new book contains more new and effective ideas for window decoration than any we have ever issued before.

It is filled with artistic suggestions that will prove an inspiration and help to every display man.

Many of the ideas illustrated are new this season and have never been shown before.



This is our latest Flower Book and the best we have ever issued. It is 14x21 inches and has a handsome three color cover. It contains over 400 illustrations that will help you with your fall windows.

If you have not received a copy of Schack's Fall Flower Book for 1915, send for it now. It is free and you will find it well worth asking for.

Black & White Decorations

This combination of black and white is all the rage this season and we are ready for this fad with a full line of black and white flowers, vines, etc.



Black Roses with White Foliage

Any of the paper flowers shown in our Fall Flower Book can be supplied in black and white at no extra cost. You can have white flowers and black foliage or vice versa. Order by number and state whether you want the flowers or foliage in black.

The two pictures shown here illustrate two of our black and white specialties. They are wonderfully attractive and we have hundreds of others that are just as good.



White Grapes with Black Foliage

Schack Artificial Flower Co.

1739-41 Milwaukee Ave.
CHICAGO

Hundreds of New Ideas For Your Fall Windows



Schack's Floral Parade Book with Key—400 illustrations of beautifully decorated floats and autos and the materials with which they were trimmed. The key gives approximate cost of decorating. This book is free and every decorator should have it.

How to Organize a Floral Parade—Explains all about organizing and conducting a floral parade. Every detail is fully explained. Send for this valuable free book.

Visit Schack's Studios—It is worth a trip to Chicago to visit our beautiful studios where you can see our splendid line of flowers and specialties.

Our Special Designer will be glad to show you how any flowers will look when in your own windows. We have a number of model windows for this purpose.



The Two Shades Shown Here—These glass bead shades are two of the many new things shown in our new Fall Flower Book. Considering their beauty and effectiveness these shades are not expensive and they can be had very much cheaper if the display man buys only the beads and strings them together himself. Schack's Fall Flower Book contains many suggestions such as these.

Why Schack Flowers Are Best—Every displayman who has used Schack Flowers knows they are the most practical for window and store decoration. Those who have not used them have a pleasant surprise awaiting them. Schack Flowers are all designed by experienced artists who fully understand the needs of the American display man. They are made of the best materials obtainable and the latest improved machinery reduces their cost to about half that of cloth flowers. Try Schack Flowers this fall and learn what real flower satisfaction is.

Schack Artificial Flower Co. 1739-41 Milwaukee Ave.
CHICAGO

Note the Lifelike Features and Pose



One of my many models

Artistic Parisian Wax Figures and Forms

PIERRÉ IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

We are exhibiting at San Francisco three scenes representing:

La Terrasse de Monte Carlo.

(THE MONTE CARLO TERRACE)

Le Pesage au Champs de Courses de Longchamps.

(THE PADDOCK AT THE LONGCHAMPS RACE COURSE)

Le Casino de Vichy.

(THE CASINO AT VICHY)

With 60 new models of wax figures especially created for that exhibition.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

Fall and Special Opening ANNOUNCEMENTS

Quickly Made with Newman's High Grade
Interchangeable Metal Letter Signs

Made in all sizes, all prices, for all lines. Also Building
Directory Boards, Bronze and Brass Signs and Name Plates



The NEWMAN Changeable Sign system consists of a grooved backboard covered with cloth and letters are made of an ivory finished metal, provided with two lugs or grips placed in the grooves of the backboard and are removable and replaceable with extreme ease. Under ordinary careful usage these letters are durable for all time. Letters are made in five sizes, Viz:— $\frac{1}{4}$ inch, $\frac{1}{2}$ inch, $\frac{3}{4}$ inch, 1 inch and $1\frac{1}{2}$ inch.

We Manufacture the Most Complete Line in the World of Metal Signs, Brass and Bronze Tablets, Name Plates, Display Fixtures, Racks and Stands, Mechanical Window Devices, Advertising Devices, etc.

Write for Our Catalogs

THE NEWMAN MANUFACTURING CO.

NEW YORK: Established 1882 CHICAGO:
101 Fourth Avenue CINCINNATI, OHIO 108 W. Lake Street

Lignine (Wood) Carvings —Unbreakable—

THEY are a delight to
the display man who wants
to put that last effective touch
to his work.



Great variety of designs, such
as Capitals, Pilasters, Brackets,
Rosettes, Shields, Scrolls,
Heads, Drops, Corners, Crawl-
feet, Etc.

Lignine (Wood) Carvings are used on backgrounds,
screens, plateaux and wood fixtures of all kinds. You
can finish these carvings in oak, walnut, mahogany, an-
tique, copper, bronze, gilded, tinted and painted.



**Lignine (Wood) Carvings
Never Break**

USE THEM OVER AND
OVER AGAIN

Cost little too —

Send for Catalog
and Sample—Free

Ornamental Products Company
Detroit, Michigan :: 52 Fourteenth Avenue

Modern-Stunning-Jacobean Plateaux



Haberdasher No. 1

Polay Unit
No. 501 Plateau Trim,
 made with shirt
 haberdasher and
 plateaux, size 14x24,
 8 inch high. \$3.00
No. 325 Rigid Shirt
 Stand, 18 inch high
 \$1.00
No. 305 Rigid Collar
 Stand, 12 inch
 high..... \$0.75
Complete Unit \$4.75

Put new life, attractiveness and selling power into your windows with this latest period style Jacobean Leg Plateau—arrests every man's attention—adds 50% to 100% eye catching value to your merchandise. Most up to date fixture on the market—all the leading, biggest, best and most exclusive stores are clamoring for them. Made in all finishes.

Haberdasher
 No. 1 Haberdash-
 or, rigid stand-
 ard: 18 in. high.
 Tops inter-
 changeable.
 Each \$1.25



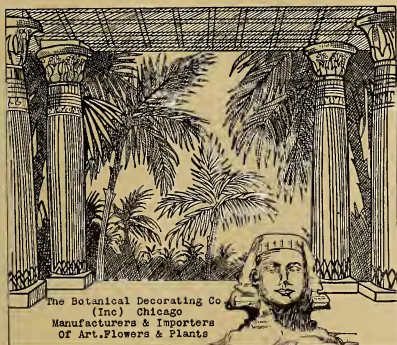
No. 542 Jacobean Plateau
 18x18 top 10 in. Price \$4.50
 18x18 top 20 in. Price 5.50
 Also made 18x24 top 10 in. high 4.50
 14x24 top—20 in. high. Price... 5.50

Let Our Experts Plan Your Fall Windows

Get our ideas for striking, classy, window trims. New, up-to-date, original Polay window display fixtures produce beautiful effects. Our catalog full of shrewd, money-making, prize-winning window trimming ideas sent free if requested on your letter head. Simply say "Mail CATALOGUE No. 21."

Polay Fixture Service

World's Largest Manufacturers Window Display Wood Fixtures
 Home Office: 710-711 Medinah Bldg., Chicago, Ill.
 Show Rooms: New York, St. Louis, Minneapolis, Los Angeles



The Botanical Decorating Co.
 (Inc.) Chicago
 Manufacturers & Importers
 Of Art. Flowers & Plants

Refined Window Displays

¶ The beauty of any window display will be enhanced by the use of Botanical Decorations. These decorations will not only add to the attractiveness of the settings, but they will give tone and character to the merchandise shown with them. For twenty years Botanical Flowers have been the standard decorations of leading display men. Their popularity has been due to their beauty and because they are the most economical to use.

¶ Whatever you may want, you will find it in our big stock and wide variety. We have everything

from the finest imported to the least expensive domestic goods and every article is the best of its kind.

¶ Any discriminating display man will tell you that Botanical Flowers are best to buy and best to use—you can buy more but you can't get better or handsomer goods.

¶ Send now for our beautiful fall catalog printed in full, natural colors that show you exactly what our flowers look like. This catalog is filled with new designs for the coming season. It will give you many suggestions that will enable you to make your windows more attractive for less money than you have been used to paying.

The Botanical Decorating Co., Inc. 504 S. 5th Ave.
 CHICAGO



No. 55. Waist Form. Arms may be positioned in any direction. Neck, bust and arms finished in Flesh Tint Enamel, balance of form in white Jersey. \$5.50 each. Without arms, \$3.85 each.

Catalog on Request

B. BRAGER & SONS 49 Crosbe St.

One block east of Broadway, between Broome and Spring Streets,
NEW YORK

1c

invested in a postal addressed to us will bring you a quick return message that means many-dollar savings to you. Will you invest a cent?



No. 10-D. Dress and Waist Stand. Base 6 in. Standard. $\frac{1}{2} \times \frac{3}{4}$ in., extending 21 to 42 in. Curved top is 18 in. wide and can be adjusted to any position. Regular metal finishes. \$1.05 each.



A LINE
TO CROW OVER

"THE COCK OF THE WALK"

A New Supplement to Our Card Writing Supply Catalogue

Devoted to the showing of new things not listed in our main catalogue—such as speed pens, new show cards for Fall, Winter and Christmas, etc. Write for a copy.

STUDY CARD WRITING

by means of our new course—either here at the school or by mail—over \$9,000 spent last year in perfecting this course. It's the best in the country.

If you are interested in card writing get all our catalogues.

THE KOESTER SCHOOL
215 So. Market St. Chicago

KOESTER CARD COLORS

In the New Unbreakable
Metal Bottle

This is the most perfect show card paint combined with the only real practical container makes it the most desirable for all show card work.

The Metal Container insures you against breakage in shipment, thus you are guaranteed against any loss. This is a serious objection to glass bottles.

The New Screw Taps keeps the contents from evaporating and solidifying—you also do not have to bother with broken corks, etc.

The Unbreakable Feature saves you the annoyance of breakage bottles when the color is accidentally knocked off your desk.

PRICE—2 oz. metal container each, 15c.



Compo-Board for Show Window Backgrounds

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp - paper or card-board.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about Compo-board. Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDAL AVE., NORTH
MINNEAPOLIS, MINNESOTA



Show Window Valances



JUST OFF THE PRESS
OUR NEW CATALOG
OF OUR NEW UP TO DATE DESIGNS IN

Show Window Valances and Puff Shades

MAKE your windows a positive sales factor by imparting to them an attractive, made to order appearance. Our Valances will give your windows individuality—make them stand out from those of your neighbor.

Our new Catalog will suggest what you need to fill your requirements and our Service Department will supply the information on the proper proportions and designs suitable to your particular needs, without extra charge. All materials and workmanship guaranteed. We specialize on this line and manufacture the product ourselves.

GET THE CATALOG

THE ART WINDOW SHADE COMPANY

2411-13 North Halsted Street
CHICAGO, ILL.

Special Offers in Air Brushes—All Makes



*Send 10¢ in stamps for a classy new
brush alphabet*

*Send 25¢ in
stamps for an
assortment of
handsome die-cut
holly ornaments*

Wold Air Brushes—A 1, \$19.80; Master \$22.50; N, \$18-\$22.50 Net
Paasche Air Brushes—E 2, \$18.90; D 2, \$23.40; H 2, \$16.65; F 2, \$11.25 Net
Thayer & Chandler—A, \$20.00; B, \$22.50; E, \$12.00 Net
Practical Air Brush, one model only, \$7.00

12 stencils free with any of above air brushes

Hess' Portfolio of Pen Alphabets... \$1.00 Margin ruling gauges, set of 4..... \$1.00
36 Soennecken pens and 6 retainers .50 Music pens, per dozen35

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MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVII
NUMBER 2

AUGUST, 1915

Single Copies
Twenty-Five Cents

A MISDIRECTED ECONOMY

WHEN IT APPEARS NECESSARY TO CUT DOWN EXPENSES.
THE AVERAGE MERCHANT'S FIRST IDEA IS TO LOP
OFF PART OF THE DISPLAY MAN'S APPROPRIATION

Austin Harper

WHEN the time comes to cut down expenses, and this happens with more or less frequency to every store, it appears that the average merchant's first idea of economy is to start saving on the window displays. Other departments may, or may not, feel the knife, but the display man is sure to be cut down. This has happened in many stores during the past. Unsatisfactory trade conditions, combined with the increasing cost of doing business, have awakened a spirit of economy among merchants all over the country, and in almost every instance it has been the window display department that has first felt the effects of the curtailment of expenditures. This does not mean that the merchant is not a believer in window display, but that he evidently believes that the display man will manage somehow to make his windows pull, although he has nothing to do it with.

To the writer this skimping on the windows seems an exceedingly short sighted business policy. For a soldier to throw away his arms upon going into battle, would be quite as sensible as for the merchant to hamper seriously the efficiency of his window display just at the time when it is most needed—when trade should be good but is dull.

If good window displays are needed at all, that need is surely the greatest when the need of business is the greatest. When business is booming and trade fills the store, the allurements of clever window displays are not nearly so essential as when business is apathetic and every inducement must be used to draw in the customers. Good window display is highly important in good times, but it is positively vital when business is poor.

At best the saving that can be made in the window dressing department of the average store is so small in comparison with the total cost of running the store that it is hardly worth considering. At any rate, before he cuts down on his windows the merchant had better look about a bit to see if his appetite for economy cannot be satisfied in some other way. If the store is an average one, as we have assumed, there will be found plenty of ways in which expenses may be lowered. Let us consider some of them.

SAVING ON DELIVERIES

Let us start with the delivery system—is there no waste there? Most stores pay more than they ought to for delivering merchandise. This is not due to any fault of drivers or equipment, but to a variety of causes most of which might be eliminated to a large extent. Many large stores make from ten to twenty per cent more deliveries than are really necessary. When it is considered that in a good sized city each delivery costs the store approximately ten cents it will be understood that there is a big chance for leakage in this department. There are a number of causes that lead to unnecessary deliveries—some are the fault of the store while customers are responsible for others.

One cause for extra wagon trips is wrong addresses on sales slips. A wrong address always causes an extra trip and sometimes two, when the package is left at the wrong house. Salespeople are human and occasional mistakes cannot be prevented, but in most big stores there are altogether too many wrong addresses set down by salespeople. The total in a year would be surprisingly big. The number of mistakes of this kind can be greatly reduced. A record should be kept of mistakes in addresses made by each salesperson and suitable action taken to prevent them happening too frequently.

Another reason for extra deliveries lies in the habit many salespeople have of saying "Shall I send it?" This question is asked regardless of the size of the parcel and many people will have small packages

"sent" who never would have thought of doing so had not the idea been suggested to them by the salesman or woman. A clever salesperson can say, "You'll take it with you?" in such a way that nine out of ten will accept the package without further thought and be perfectly satisfied to carry it home. In a big store the useless deliveries that might be prevented in this way would represent a tidy sum at the end of the year.

Special deliveries are another source of expense that in most stores might easily be reduced. "Will you send it tonight?" asks the customer. It is too late to catch the last wagons so a special delivery will be necessary if the package is delivered "tonight." An inquiry will in many cases disclose the fact that the purchase is not really needed that night and the customer will be just as well satisfied to get it the following morning. At any rate it is just as well to say to the customer: "Our last wagons have gone out—will not tomorrow morning do?" If the matter is important the special delivery can be made, but as a rule stores make many special trips for which there is no necessity. Salespeople should be instructed upon this point.

Suggesting that charge customers take things home and look them over at their leisure leads to many more useless deliveries. Charge customers do enough of that thing of their own volition to make suggestions from the salesperson altogether superfluous. It is true that many articles sent on approval are purchased, but they probably would have been bought just the same in any event. On the other hand the practice of

sending goods on approval is in the end a costly one for the store. Articles sent this way are sometimes kept for weeks and then returned. In the meantime the crest of the season has passed and, when returned, the garment which might otherwise have been sold at its full price, has to be marked down. Sending goods on approval without a time limit is not only a nuisance but a source of real loss to every store that follows the custom. This loss, however, is more or less unavoidable under the present system of merchandising and it was our purpose to take up only those losses or waste that can be prevented.

We started out to tell about the many preventable losses in the various departments of a big store, but the delivery system alone has taken up so much space that it will be necessary to cut short the rest. It is, perhaps, enough to say that there are scores of direct and indirect losses in every big store, and many of them are preventable to a certain extent. Inefficient, untrained or careless salespeople cause big losses annually. This waste might be lessened through training or more careful supervision. Then there is the loss through too generous measurement of yard goods. Half an inch over on a single sale don't amount to much, but on a year's sales, it runs into more money than most merchants care to think about. There is the loss that comes through the careless handling of merchandise and there are hundreds of other losses, each one possibly small in itself, but making a big aggregate.

There are plenty of places to begin saving before



Plate No. 9223. A Silk Display by H. H. Tarrasch for F. & R. Lazarus & Co., Columbus, O.

This window was decorated for a showing of green, black and blue awning stripes, the latest feature in dress goods. In the middle of the back was a large panel opening.

This was framed by an edge of narrow strips covered with leaves. The flowers used were daisies. The window was quite an attractive one and sold a lot of merchandise.



Plate No. 9224. A Display of Talking Machines by Robert Driscoll, for Wm. Whitely, Limited, London.

This window was laid out in the manner of a drawing room. The background is a permanent one with five panels of wall paper introduced in a pink and black effect. The drapings in the background were in pale pink and on the floor was a carpet of the same general color.

These, combined with the cherry colored gowns on the figures, made a rich and pleasing effect which showed off the mahogany cabinet graphophones. A few palms and one or two pieces of furniture completed this display. The posing of the figures is particularly good.

the window display department is reached. This is not intended to convey the idea that we are recommending extravagance in window display, but to point out that the show window is at least on a par with newspaper advertising in making sales and every window should be kept working to its fullest capacity at all times—in dull seasons as well as busy ones. It does not pay to hamper the window's efficiency or to restrict the display man's ability through a lack of

necessary materials. The thing needed is more business and the show window is the most effective means of getting more business if it is handled right.

The modern display man has the ingenuity and resource to make a passable showing out of very little. If he has to he can get along with nothing at all, but he can't do his best under these circumstances and his best is what the store needs—especially in dull times.



Plate No. 9225. A School Window by Ed. G. Schmidt for M. Silverman & Son, Philadelphia, Pa.

This is the sort of a window that never fails to attract favorable attention in the latter part of August and early September, just before the opening of school. It is a typical

school room scene with the teacher and her students of various sizes. A number of small desks were secured for this occasion and arranged in an orderly way.



Plate No. 9226. A Fall Display of Furs by C. R. Morgenthaler for Newman's, Joplin, Mo.

This display was the prize winner in a window trimming contest held last fall. At the right of the display on the floor may be seen the large silver cup that was awarded Mr. Morgenthaler for his skill. The columns were made of plaster of paris, each with a lion's head for the capital. The head and outside edge of the columns and also the fancy molding on the base were finished in rich gold. The inside of the columns or that part which shows up higher was finished in purple and stone effect, the high lines being

touched with gold. The large cornice running across the top was finished in the same manner. A heavy plush curtain filled in the various openings in the back. At each end of the window was foliage also in gold. It will be noted that no hats were shown on these figures as the excellent hair-dressing of the figures was quite a good advertisement for the department in itself. This combination of purple and gold with the rich purple plush made a highly attractive window. It set off the furs admirably.



Plate No. 9227. A Display of Men's Wear by The Metropolitan Clothes Shop, Dayton, O.

The garments in this window are unusually well shown although this does not appear in the photograph distinctly. Each coat was carefully pressed and fitted to the form with

the greatest nicety. Preserved beech sprays were used for the decoration at the top, while below were bouquets of chrysanthemum and golden rod.



Plate No. 9228. A Fall Display by Carl W. Ahlroth for The Union, Columbus, O.

This is a setting that was shown in a corner window last fall. It represented a stairway leading to a garden or terrace and on each of the several columns was a large urn filled to overflowing with foliage and grapes. Grapes were used

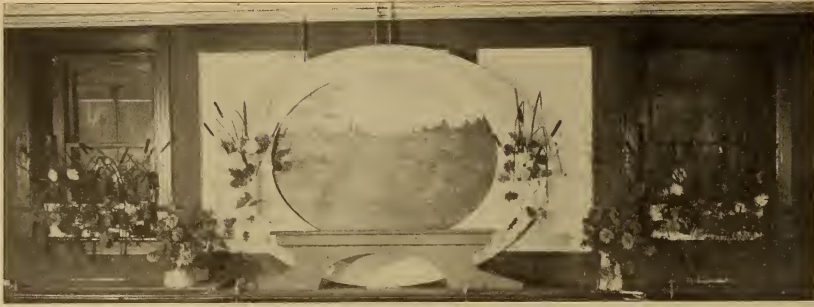
cleverly to decorate the whole window. At the right may be seen a fountain in which a stream of imitation water flowed into a moss-filled basin on the floor. The floor was covered in blocks to represent marble.



Plate No. 9229. A Fall Display by Ward Yost for the Penn Traffic Co., Johnstown, Pa.

The background of this window was a golden brown silk velour which matched the floor covering. The oval mirror at the top of the background was decorated with grapes and units of fruits with autumn foliage. These were connected by silk cords in autumn tones. In the corner was a

two-way flower box filled with hollyhocks, ferns and katschen sprays. The mat used on the floor was not nearly so light as it appears in the picture. This photograph was partly spoiled owing to a mistake in mixing the developer, which produced too contrasty an effect. The whole effect is simple but rich.



Plates Nos. 9230-31. Interior Decoration by Richard Schaffer, for C. C. Leader & Sons Co., Shamokin, Pa.

These pictures show an attractive scheme of indoor decoration for fall or with variations for any other season. The leading decoration shown in the upper picture consisted of a scenic painting placed in a large oval in front of which was a low decorative design in a contrasting color. At each side of the oval was fixed a group of flowers and natural cat-tails. At either side of this window was placed a vase

holding a bouquet of flowers in autumn tints. In the windows may be seen flower boxes treated in the same general manner. The lower picture shows a view of one end of the store with shelf decorations. These consisted of ornamental stands filled with flowers, grasses and natural and artificial foliage. Around the pots were fitted boxes containing flowers and foliage.



Plate No. 9232. A Display of Bathing Suits by M. O'Neil & Co., Akron, O.



Plate No. 9233. A War Window by Frank E. Mahoney for Rhodes & Mahoney, Chattanooga, Tenn.

Here is shown an unusual general publicity window, which attracted a great deal of attention. It represented a war scene in a mountainous country and had a number of mechanical features which are not visible in the picture, but which proved highly effective. At the background was a large scenic painting which was so managed that the corners of the windows were not in evidence. In front of this was a foreground made of moss, earth, rocks, etc., built up in a natural manner and arranged in such a way that the painting in the background and the built-up front merged together in an unnoticeable line. There were various camps and small towns visible in the picture as well as bridges, streams, etc. Soldiers were automatically set to marching by electric motors and there were fully 300 soldiers, cannons, automobiles, and houses used in the entire display. The special feature that attracted and held the intense interest of nearly 10,000 people

during the week was the fact that besides the excellent setting and the soldiers marching, an arrangement was made by which a company of soldiers would rise out of the trenches and fire at one of the regiments and then quickly drop out of sight. Ten seconds later a cannon would be discharged on the side of the mountain which would quickly be followed by a second cannon shot from another point. A few seconds later the trench soldiers would rise and fire again. This repetition of action was continued through the entire show and attracted much comment on all sides. In connection with this display a Victrola was used constantly to play military airs which were piped under the window to the sidewalk. This show in connection with the Victrola music resulted in a large increase of sales of records, while the display was in the window and even after it had been removed, the sales still showed the stimulus.



Plate No. 9234. A Display of Autumn Costumes by Robert Driscoll for Wm. Whitely, Limited, London.

This scene was designed to represent an autumn afternoon in a park. The background was a canvas painted in autumn tints and the balustrade in front was cut out of cardboard and painted to give a natural effect. This balustrade was supported by thin strips of wood and fastened to a 3 by 1 inch timber on the top and bottom to give a finished effect. The grass-plot on either side of the gateway was surrounded by a gravel path. The pillars at either side of the opening in the middle were made of cardboard and painted to repre-

sent stone. At the top was a lamp globe finished in the same manner. Two small trees were placed in the window and given a fall aspect by means of preserved leaves in fall tones. Two large birds of the crane variety were borrowed from the Oriental department of the store and a large toy collie dog was borrowed from the Toy department. This added an outdoor atmosphere to the scene. This setting was put in at an expense of about \$2.00, which was spent mainly for paint. The posing of the figures is unusually good.



Plate No. 9235. An Interior Setting by A. Millermaster for Ed. Schuster & Co., Milwaukee, Wis.

In this picture is shown a promenade built in the suit department for a show of living models. The platform was raised about 18 inches above the level of the floor and this enabled many more spectators to view the parade than could have seen it otherwise. The posts along the promenade were covered with onyx paper, as were also the sides. At intervals potted plants were placed. The whole promenade was arched over with long strips containing electric lights and interwoven

with an abundance of southern wild smilax. A platform of this sort solves the problem of the fashion parade inside the store, as without such an arrangement it is quite impossible for any considerable number of spectators to get a good view of the costumes, owing to the fact that the crowds in front shut off the view of those behind. A platform of this sort could be built in such a way that it could be taken apart and stored away.



Plate No. 9236. An Unusual Setting by J. B. Schooler for Davidson Bros. Co., Sioux City, Ia.

This is an unusual treatment for a show window, the decoration taking in the upper part of the window as well as the sides and background. The floor was made of wooden blocks, beveled and painted to look like tiles. The other woodwork

was painted a clear white, and the whole effect was carried out in the black and white style now so popular. Green foliage and lavender foliage was used. One hundred and fifty feet of windows were treated in this style.



Plates Nos. 9237-8-9. Three Displays by F. C. Kroken for Hale's, Stoughton, Wis.

The three photographs reproduced here show various arrangements of flowers and merchandise in front of a permanent background. The upper picture shows a basket in gold lattice work in which were placed tulips of various colors. The two lower windows are self-explanatory with the exception of the plateaux which were covered with green plush and trimmed with bronze carved wood. These were made by

Mr. Kroken large enough for use in unusually large windows. The floor was covered with green felt. The lighting in these windows is unusual. The illumination comes from the large dome in the middle, which is 6 feet in diameter. It is lighted by lamps aggregating 2,200 watts. These are concealed and the light is thrown indirectly from the dome. This gives a very even light without shadows as may be seen.



BUILDING the personality of the store is the biggest thing you can do. The editorial advertising that has been done the country over has been done by the stores that we all know about;

the stores that everybody knows. And there are a lot of stores that have used no editorial advertising, and nobody knows them.—*John L. Hunter at the Admen's Convention.*

THE IMPORTANCE OF TRIFLES

MISSING HANDS SPOIL AN OTHERWISE VERY ATTRACTIVE DISPLAY—A FIGURE WITH A HANDSOME WAX HEAD BUT MINUS HANDS IS ALWAYS A LUDICROUS SIGHT

C. L. Childs
Torrington, Conn.

MANY merchants—really progressive merchants—have not yet realized the importance of trifles in the show window. Few merchants in the smaller towns have any system of spending their advertising appropriation. In fact very few

tions; and the whole display was installed in less than an hour.

The scenic panels were made of composition board painted white and to which dry lamp black was added for painting in the landscape. The two uprights and cross piece were also made of composition board over a skeleton frame-work, then painted with white water color and black coach color. The advantage of using the coach color instead of water color is that when you wish to repaint it white or some light tint, the black will not shade in but can be covered with a water color. The curtain was borrowed from the drapery department. The merchandise is well handled and the



THE MISSING HANDS ARE A BLEMISH TO THIS DISPLAY.

make any regular appropriation each year, but appropriate the amount of each bill as it is presented for payment. They will spend a hundred dollars for circulars and at the same time expect the display man to create his window fixtures out of the wood pile.

Nearly all merchants have become convinced that "It pays to advertise"—but few realize that it pays to advertise EFFICIENTLY. They will take space in every church and lodge program that comes along. While if a portion of that money were spent for window fixtures the results would be more profitable.

The accompanying photograph shows an example of a good display spoiled by the absence of hands on the figure. The background fulfils its purpose, making the merchandise more attractive instead of detracting from it. The whole setting was in black and white. The scenic panels were sketched in grey. The flower boxes were filled with ferns. The background was made up in sec-

window looks well filled but not crowded. This display attracted very favorable attention all over town.

After putting in this display and being complimented by the management, the display man took the opportunity of impressing the fact that if the lady had a pair of hands the improvement would be very noticeable. For months previously the display man had been trying to get a pair of hands, without success, but this display pulled the trick and the lady is now the proud possessor of a fine pair of hands.

The proprietors of this store are not close-fisted, but they don't spend their advertising appropriation efficiently. For example, they will spend \$25 for flowers without a second thought, but it required two months of persistent effort to get \$25 worth of neckwear forms.

The burden of educating the merchant to the value of good display fixtures must be assumed by the display men. A great deal has been accom-



Plate No. 9240. A Fall Display by Jos. Reich for Joske Bros. Co., San Antonio, Texas.

This display was put in for a Fall Style Show and was carried out in the Maxixe style and the Mexican colors were used. In the middle of the background was a long panel filled with a shirred curtain and above this was a wallpaper design

of unusual richness. At either end was an odd panel containing the Mexican coat of arms in their natural colors. This was a smooth and brilliant color scheme which proved a harmonious setting for the gorgeous display of feminine finery.

plished already, but there still remains much to do. Let each display man take every opportunity to impress upon every one who will lend an ear the importance of good displays and the need of proper fixtures.

TOO MANY SPECIAL SALES are had for any business. Two or three special sales a year are in line with good business policy for most stores, but when more than that number are held the effect on the general business is likely to be had.



Plate No. 9241. A Display of Silks, etc., by William C. Knoderer for the Bon Ton Department Store, York, Pa.

The principal feature of this display was a handsome three fold screen with painted panels. At the right of this was an ornamental pedestal with a vase filled with

flowers on top of it. At either end of the window there was a tall draping stand with an ornamental top of gilded wood.

NOTES FROM NEW YORK

FALL STYLES SHOWN IN JULY AT McCREERY'S—BUYERS FOR GOLDEN RULE STORES MEET—MOVEMENTS OF DISPLAY MEN—ALTMAN'S SCHOOL FOR YOUNG EMPLOYEES—OTHER INTERESTING ITEMS

F. F. Purdy

BY THE TIME this reaches the eye of the reader the convention of the I. A. D. M. at the Waldorf-Astoria will have gone into history, the successful arrangements for which, financially or otherwise, are a tribute to the broad gauge spirit of the fixture people and others who are so vitally interested in the welfare of the trade. At this writing there is every indication that this 1915 convention will be the most notable gathering in the history of the association.

Mr. Tischman, at McCreery's, was, we believe, the first display manager in New York to put in an exhibit of new fall styles, which appeared in the McCreery front early in July and were studied with interest by feminine passers-by. A number of fetching military effects were prominent. Some houses are not favorable to as early a display, which gives "the faithful" in the business an excellent opportunity to trim their sails accordingly, and may be too early to command very widespread attention, on account of the absence of so many from the city. Still, changes come on right along, and even now, at this writing, there may be features in the womb of time that will

come to the front and be incorporated in the styles for fall.

The buyers of the Golden Rule stores, eighty-three in number, located in towns of from 2,000 to 20,000 in population, all the way from Nebraska and the Dakotas to the Pacific Coast, left New York for home the latter part of July after staying here for a fortnight selecting their fall stock. Their purchases amounted to about \$1,250,000 all told, being slightly larger than a year ago. It is encouraging to note that they testify that in the aggregate their business the past season has been slightly ahead of that of the corresponding season of 1914, and the testimony of eighty-three stores may be taken as representative of the business of the entire country. The Golden Rule people are opening several new stores. The control is in New York, and the managers of the various stores have an interest in each, and their joint purchases are made, of course, at the savings that can be effected by buying in quantity.

MR. KELLY CHANGES

No, nobody here has seen Kelly for some time. He is in Philadelphia, on the job in charge of half the windows of Lit Brothers, in that city—eight or ten—that are devoted to women's wear. Mr. Kelly kept the Oppenheim-Collins windows on Thirty-fourth street here humming, and will show Philadelphia something. He has been succeeded here at Oppenheim, Collins & Co.'s by E. A. Benjamin, his predecessor.

W. F. Allert, display manager for R. H. Macy &



Plate No. 9242. An Opening Display by L. W. D. Melicek for Denecke's, Cedar Rapids, Iowa.

This was a neat little display in which the setting was admirably adapted to the merchandise shown. Along the background was built a wooden fence of delicate structure which afterwards was painted a dull black to represent wrought iron. The columns and bases were finished in a rough sand effect in cream color. A large amount of

asparagus ferns were used throughout this display and artificial vines and foliage of various sorts placed back of the fence and in the large urns at the tops of the columns. The picture shows only one small section of a 96-foot background which was all handled in the same general style. The effect was unusually good.



Plate No. 9243. A Display of Men's Clothing by Ward Yost for the Penn Traffic Co., Johnstown, Pa.

This is a pleasing setting for a fall display of men's wear. The background was of gold-brown silk velour. At one side there was a decorated unit consisting of bunches of grapes and clusters of various kinds of fruits. These were all in autumn tints and were connected with silk cords

having large tassels. In the corner at the left was a large two-way flower box filled with hollyhocks colored in autumn tints; ferns and other foliage plants were used to finish off these boxes which were in old gold. The fixtures used were also finished in old gold.

Co., returned from his vacation in the Catskills in time to attend the sessions of the convention.

Harry Bird brought back with him from Japan and China a considerable collection of interesting merchandise, art objects, etc., which will gradually filter out to the public through the windows and in interior exhibits. It is understood that in the near future he will fit up a series of rooms that in their furnishings are reproductions of the interiors of Japanese and Chinese houses.

D. Boustad is back in New York from the Bedell store in Pittsburgh, getting ready for the opening in September of the new Bedell store on Thirty-fourth street, in the Revillon building.

C. Bader, formerly display manager at the Michaels store in Newark, N. J., is now in charge of the windows of the Weisberger store in Richmond, Va.

Jack Cronin, display manager for L. Bamberger & Co., Newark, N. J., will take his vacation in August, after convention week.

A. Kleinfelder, display manager for Miller, Rhodes & Schwartz, Norfolk, Va., was in New York a few days last month, renewing acquaintance with his many friends. Jack Patton, display manager for L. S. Ayres & Co., Indianapolis, formerly in charge of the windows of the Siegel store, Boston, was another visitor last month.

W. & A. Bacon & Co., of Boston, celebrated their 100th anniversary in July. Their display manager, W. F. Ried, showing no merchandise whatever in the twenty windows of the store. Instead, the main feature was a portrait of one of the presidents of the

United States who served during the 100 years of the history of the house, shown in a proper environment, floral or otherwise. It was certainly a unique treatment of the windows, and demonstrated how a broad imagination on the part of the management of the windows often distances a too close attention to details. We understand that the firm had a big week's business, entirely satisfactory. The mere fact that for a week such a radical departure was taken in the windows was of itself a strong advertisement, calling attention to a duration of successful business activity in a way that was most impressive. The local papers devoted much space to the event, and the big day was that in which Governor Walsh was entertained. A picture was shown, taken in the restaurant, including members of the firm, the Governor and Mr. Ried, the latter appearing next to Massachusetts' chief executive.

Mr. Rossiter, display manager for Lord & Taylor, has deferred his western trip until September, when he will take in Buffalo, Cleveland and Chicago. Meantime he is spending his week-ends at his favorite resort, Long Beach. A recent window of his, full of taffeta silks, attracted a great deal of attention. It was a riot of color, in distinction to his usual displays. In the center was a draped figure, with skirt in strips of taffeta, of alternating colors of the rainbow, the strips ending in points. The bodice was of maline corresponding to the hues of the skirt, the high waist belt being a vivid purple. Over all was an overskirt of purple maline. At each side was a high V-shaped fixture, from which depended long

folds of various solid colors of taffeta. At bottom each fold was thrown over a stand to break the straight line of the drape. Maline of contrasting color was over each of the long taffeta folds, which lent a beautiful softening effect. Still, as we have said, the whole was a riot of color, with an object, which was to show the resources of the house in the way of providing taffeta silks of every hue. The various colors of maline showed the women the possibilities of unique and charming combinations of the contrasting hues of taffeta and maline.

ALTMAN'S SCHOOL

B. Altman & Co. are operating in their building a school for the children under 16 years of age, so that they may complete their grammar school education and receive a certificate. This is part of the system of the City of New York's Board of Education, three of whose teachers are the instructors. At the close of this school recently there were thirty-nine girls who graduated. Next fall there will be a school for boys as well. The school is held early in the forenoon. The Altman decorators used American flags for the stage decorations on the eleventh floor, at the closing exercises, when Mr. M. Friedsam, head of B. Altman & Co., addressed the graduates. The chairs in which the graduates sat were cleverly arranged to form the letters M. F., Mr. Friedsam's initials, accentuated by the use of ribbons. There were probably \$30,000 worth of oriental rugs on the floor. The exercises were held right after 5 o'clock, the store closing hour, and hundreds of employees and other friends of the graduates attended, and at

the close supper was served at the Altman restaurant. President Churchill and other members of the Board of Education were in attendance throughout. The setting for the above function is but one of the unusual tasks of the metropolitan decorative department. It is understood that part of the work of the students will shortly be directed further toward salesmanship. This is the weak spot in department stores, and which can be improved, no matter how high the standard of any store.

Along this line Stern Brothers maintain an educational department at their store for their junior employees. A feature at a picnic last month at Pelham Bay was presentation of certificates to the second class of graduates of this department, consisting of about fifty employees in the muslins, domestics, hosiery, linens, cretonnes, upholstery, underwear, etc. The first class of forty-four girls received their certificates last May. They were in the millinery, women's accessories and art embroidery stocks. The third class begins work in the fall and will study the inter-relation of departments, scientific salesmanship, rapid calculation and hygiene. Marshall Field & Co., of Chicago, have started a course in spelling, arithmetic, grammar and penmanship for their junior employees who come to them before finishing the grammar grades. They are to spend an hour a day on this course. A great problem in the department stores is education and incentive for effort on the part of salespeople. These educational courses are doing considerable toward solving it.

Herman Frankenthal, display manager for B. Altman & Co., returned the last of July from a fort-

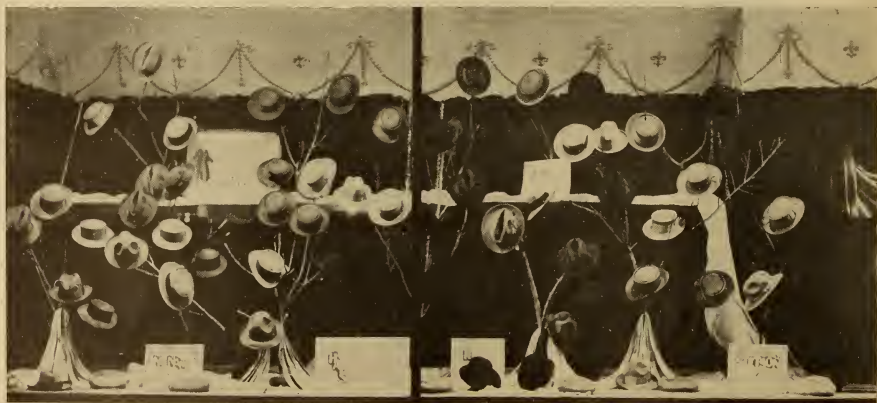


Plate No. 9244. A Fall Display of Hats by Tom Allan for the Phelps-Dodge Mercantile Co., Douglas, Ariz.

In this display the only fixtures used for showing the hats are branches of trees, which have been trimmed off and arranged to hold the headgear. Peach tree branches were

used in this instance. The window is 20 feet long by 7 feet 6 inches deep. At the back of this window is a shelf supported by chains.



Plate No. 9245. A Pleasing Display of Silks by H. H. Tarrasch for F. & R. Lazarus & Co., Columbus, O.

This is an unusually well draped window. In the middle of the back was a plain mirror, from the sides of which the fabric was trimmed to high stands at the sides. In the

middle was a pedestal down the sides of which various patterns of silk were draped. The statuette on the top of this stand and a few ferns added just the right decorative touch.

night's vacation in the Catskills, and in time for his address and demonstration before the convention of the I. A. D. M. His associate, Samuel Ellis, takes his vacation this month.

GREENHUT'S AFFAIRS

F. G. Schmehl, display manager for the J. B. Greenhut Company, started on a fortnight's vacation July 17. We understand that he will spend it at Lake Placid, in the Adirondacks. At this writing the J. B. Greenhut Company appears to be emerging from the legal tangles of the bankruptcy proceedings, and notwithstanding the opposition of a minority of creditors, will probably resume business on a basis of settlement of 27½ cents on the dollar. A great argument expressed officially in favor of the continuance of the existence of the corporation is the desirability of maintaining the employment of the 3,200 workpeople in the service of the company. The ground rents paid by the company in the past, on the basis of the old Sixth avenue standards, were far too high for present conditions, and it is assumed that if the company continues there will be a rearrangement. Sixth avenue is now quite a concourse of buildings of former department stores, starting from McCreery's and Kesner's at Twenty-third street, the O'Neill and Adams buildings of the O'Neill-Adams Company, and the Simpson-Crawford Company building. All these houses have gone out of business, except McCreery's, which concern has concentrated on Thirty-fourth street.

All department stores are now down to the low summer speed limit, with Wanamaker's, Hearn's, Altman's, Stern's, Lord & Taylor's, and other important

stores on upper Fifth avenue shopping district closing all day Saturday. The absence of life on Fifth avenue on Saturday reminds one of Sunday. The three competitive stores of Macy, Gimbel, and Saks continue to do business Saturdays, as conditions are different there, around Broadway and Thirty-fourth street, than on Fifth avenue. The majority of stores open at 8:30 and close at 5 on other days.

Complete fall styles get down to a definite focus a little later than at this writing, but prospects look favorable for a wide use of tinsel and military effects, with black unusually strong, black velvet predominating, we are told by display managers who keep their weather eye out on the question of style.

One of the latest stores to open up on upper shopping Fifth avenue is the ultra-fashionable shoe house of J. & J. Slater, next to Bonwit, Teller & Co. The floors of the windows are of fine hardwood effect, in handsome inlaid squares, as are those of Bonwit, Teller & Co., and the shoes are simply placed on the hardwood floor.

At this writing, in July, some of the department stores carrying furniture have put on their mid-summer furniture sales, and others will start them in August. The period styles in furniture are now made to a greater extent than ever in the medium and lower grades, and are a great improvement over those in vogue ten and even five years ago. The styles most current are in the Adam, William and Mary, Charles II. (with twist post), Queen Anne, Chippendale, etc. Full suites for the dining room and bedroom are now made to a greater extent than ever, and are further down in price, in the period styles. This

tendency toward full suites naturally works toward larger average sales, for very often those who have in mind buying, say, a dining table and buffet, will, in consideration of the attraction of having everything to match, buy a whole suite, even to the chairs. Most

of the furniture buyers made their preparations for their mid-summer sales back in May. They have been visiting the markets during July, in Grand Rapids, Chicago and New York, making their selections of goods for the fall trade.



Plate No. 9246. A Display of Men's Wear by C. R. Morganthaler for Newman's, Joplin, Mo.

This is a rather poor photograph of an interesting display. The decorative scheme consisted of a design at the back covered with birch bark. This was placed in front of the

heavy brown plush curtain. All of the suits shown were in various shades of brown. In the circle in the middle of the background was a large spider-web effect.



Plates Nos. 9247-8. A Handsome Showing by Wm. R. Hindle, for Bon Marche, Sacramento, Cal.

The upper picture shows the front and the lower one the side windows of this store, there being 12 windows altogether. Every alternate window had a different scene although the scenes were all related to each other in a general way. They represented a group of garden about the Fair Grounds in San

Francisco. The floor was covered with green felt and harmonized well with the background. Along the whole frontage at the top of the background were extensions in pergola effect trimmed with flowering vines and foliage. These extended out some distance above the window.



Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of *Merchants Record* and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

THERE is one thing in particular that too many card writers neglect, and that is, to try to find time now and then to develop one or two good styles of single stroke lettering.

I am mindful of the fact that most of you have windows to trim, cards to write and, in many instances, help out on the selling floor, and that all this compels you to do your cardwork in the quickest possible time, especially when there are many sales signs to be made.

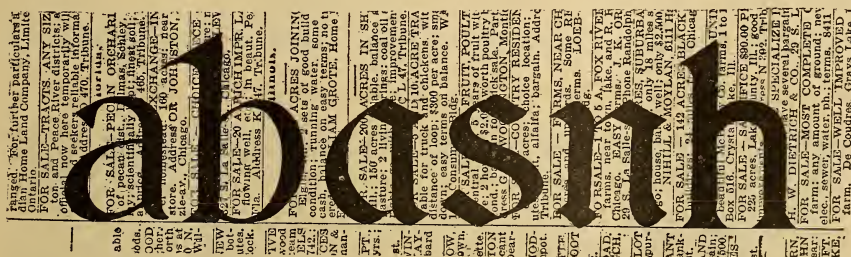
Visitors to Chicago have often said to me: "I can make better cards than those in —'s." Yes, perhaps you can, but those men are worked to the limit, but they have the ability to do high-class work if the occasion arises.

Given a man who continually, to the exclusion of all other brushes, uses a flat ferrule brush or a round ferrule brush squeezed flat, there is mighty

and try the letters shown here made on the newspaper. The type lines will help you get perpendicular strokes, and you will discover the feel of the paper is perfect. In making a vertical stroke keep the paper squarely in front of you. Chop down the stroke on a line with your nose and either shift the paper to the left as you work, to maintain this position, or sway the head a trifle to the right until a few letters are made before shifting the paper.

Curved strokes may be made more perfect by giving the paper a quick shift with the left hand until it is in a slanting position as used in penmanship.

Take the small letters *a*, *d* and *g* when made on a slant—notice the cards where they appear. Most of you err in making these and get angles in what should be a smooth curved stroke. When making these on a slant, if you will make an oval, or almost a slant letter "o" before adding the last stroke which



little hope of him becoming a really good letterer. Flat brushes always develop a slovenly style, if used continually.

Now, the first letter one should try to master is single style Roman. Assuming that you are in a locality where the big metropolitan Sunday papers are to be had, suppose you buy one—keep it scrupulously flat and unwrinkled. Now take the want ad pages, or other pages free from heavy-face type or solid cuts, and rule lines parallel to the column rules of the paper about the height of the letters in the illustration.

Take a No. 9 rigger and some good, heavy, smooth color, such as yellow or English vermilion,

will turn the oval into an *a*, *d* or *g* you will make a graceful letter.

In single stroke Roman letters up to an inch or inch and a half in height, do not use a whole arm movement. Rest your hand on the ball of same at the wrist joint. Turn the fourth and fifth fingers up in the palm of the hand. Hold the brush so the handle is midway between the knuckle and middle joint of the index finger.

Train brush flat. Use color sparingly. Learn to pull your hand gradually away from the paper as you near the base line. That goes to make a stroke of uniform width.

Try a small *a*. Begin at the top with the brush barely touching the paper for the hair line. As you



approach the point where down heavy stroke begins, exert pressure and keep it uniform by pulling up a trifle on the hand as you approach base line until you come to the spur or serif, when your brush leaves the paper with an eccentric motion. To complete the *a*, start the brush on its end out to the left and as you approach the heavy part of the letter, just figuratively speaking, try to stick the brush in the paper, and as the hair line looms in sight, release your pressure as gradually as you exerted it.

Spurs or serifs must be put on when little color is in the brush. Strive to make them so they come to a needle point. It is by heeding these little things that you can master a good single stroke Roman letter.

In card No. 1—a full sheet—is shown a combination of single stroke Roman and modified old English done in white on golden brown. Notice how the last three lines are “paged” so that they are of uniform length. Now another thing to remember is that while you may knock out fast sale cards, without sketching quickly for layout, it is absolutely imperative that when you desire to make a good card that you must first sketch with pencil

lightly the layout of the card. Notice the border design on card No. 1. It is simple and effective. The lettering on this card throughout is single stroke, a No. 9 rigger being used; in fact, this same brush was used throughout, except on the two reading lines of card No. 5, where a No. 5 rigger was used. Card No. 2, a full sheet, also lettered in white in a little quicker style than No. 1.

Card No. 5 shows a modified italic letter. It is easily made once the forms are mastered. It reads easily and looks good. The card is of tan color, lettered with brown show card color, to which a little white has been added. Card No. 4 is a dark brown card, irregular knockout lettering done in white warmed with brown. Cards Nos. 3 and 4 are quarter sheets. Card No. 5 is 9 by 22 inches, and shows how irregular lettering can be used with telling effect. This card was planned for a classy store. It is delicate, yet perfectly legible in the original. The reproduction may be dim. The tailpiece is done in green and flowers in orange. The lettering in white tinged with brown on golden brown card. A quarter-inch band of dark brown around edge of card.

By being constantly on the alert for suggestions



Café and Tea Rooms

Luncheons for warm weather a
specialty Express elevators direct

Tenth floor,
Wabash ave.

5

you will no doubt run across decorative ornaments, tailpieces, etc., that you can make use of.

One thing the average store does not make enough use of, and that is advertising one department in another by the use of signs. For example, a store might have a big sale of women's waists or of house furnishings in the basement, where it is positively known a big crowd will attend. The linen or bedding section may be inactive on that day, and there may be some big event to be advertised on bedding, linens or laces next week.

It is good judgment to put up a few big cards calling attention to such a sale in a busy department. Big stores realize this. Many people will see these cards who attend a basement sale or the waist sale who might never have gone to the linen, bedding or lace sections.

VARIOUS WAYS, more or less spectacular and sensational, have been used to announce to the public the opening of "Style Shows" in various cities. When the last style show was opened in Beaumont, Tex., every whistle in the city was blown as loudly as possible. There was a terrific din for some ten or fifteen minutes, but no person with the ability to hear was left in doubt as to the fact that the show had begun.

S S

COMPARATIVE PRICES have been up for much discussion among advertising men. They have been abused to such an extent that some stores have tried cutting them out altogether. Comparative prices are all right if they are quoted honestly but they seem to be in the nature of an irresistible temptation to the adman who is a bit weak kneed.



Plate No. 9249—A Parasol Display by H. H. Tarrasch for F. & R. Lazarus & Co., Columbus, O.

This was an effective showing of parasols. The background was green, yellow and white and the middle panel had a sketch showing "Old Sol" in one corner shedding

his heat rays on all below. The parasols were all in black and white. Daisies were used on the background. This display attracted a lot of notice.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

— ABSORBING —

"Harmen's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Adviser"	Established 1903
"Merchant and Decorator"	Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON President
G. H. LAMBERTON Sec'y and Mgr.
THOMAS A. BIRD Editor

431 So. Dearborn Street, Chicago, Ill.

TELEPHONE HARRISON 3067

EASTERN OFFICE, 1229 Tribune Building, New York City

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75 WEST 59TH STREET, NEW YORK CITY

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of

The International Association of Display Men

*In transmitting photographs are that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

August, 1915

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Making Progress

PROGRESS is being made, a bit slowly perhaps but nevertheless surely, in the campaign for truthful advertising. That the progress has not been greater is not surprising considering the magnitude of the undertaking and the stubborn opposition that must naturally be encountered in a movement of this character. Once started, however, the progress will grow faster and faster—the very magnitude of the movement gives it a momentum that, once inertia is overcome, becomes irresistible.

State after state has passed laws compelling truthful advertising and that these laws are not to become dead letters is evidenced by reports that are constantly coming in showing that dishonest advertisers all over the country are being prosecuted and punished for misleading statements in advertisements or show cards. Illinois is the latest state to place on its statute books a law punishing dishonest advertisers, and, although the law has only been in force for a short time, a number of convictions have been reported.

All of this is highly gratifying as tending to eliminate the advertising faker but, unfortunately, there is another class of advertisers who are doing much to discredit advertising in general but who cannot be reached by the laws. These are the ones who falsify and mislead by means of generalities rather than in specific statements that might be reached by the law. They exaggerate and distort facts in a general way and achieve the same results as the man who lies in a more definite manner. These are the "ballyhoo" artists who magnify a trivial mark-down into a "tremendous price reduction"; who are always thundering away in superlatives about the "greatest" and "grandest" and "cheapest" and "finest" and endless other "ests."

This sort of bluster and braggadocio is not only absurd and futile, but is distinctly injurious to the honest advertiser. Naturally, no one but a feeble minded person would believe such advertising, yet it cannot escape the notice of the public and thereby helps to give all advertising a black eye. This class of advertiser is harder to reach than the frankly dishonest one and he will probably be with us for years to come. Nevertheless, as was said in the beginning, progress is being made, and the time will come when public opinion may accomplish more toward the elimination of dishonesty in advertising than is now being accomplished by the law.

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Trading Stamps and Premiums

TRADING STAMP and premium coupon concerns are at present conducting a big national campaign in an effort to stem the tide of public disfavor which has been rising gradually against stamps and coupons. They have used magazines of national circulation, newspapers, and some of the

few trade journals that have been willing to publish their questionable arguments. An immense amount of money has already been spent and probably much more is to be put into this campaign. A few years ago such advertising might have produced great results in increased business for the stamp and coupon companies, but the day of the trading stamp has passed and no amount of advertising will be able to bring it back.

The retailer has learned to his sorrow that the trading stamp is an exceedingly bad business proposition. Many retailers learned this long before they were able to get away from the stamps, which are far easier taken up than cast aside. However, in most cities intelligent co-operation has enabled the merchants to throw out stamps through a general agreement. Wherever this has been done, it is safe to say that trading stamps or coupons will not be taken up again. An occasional small store may be persuaded to use stamps; possibly some of the larger ones must take them on, but the rank and file of merchants throughout the country have learned that trading stamps are a good thing to leave alone.

The average user of stamps or coupons will pay for that privilege something like 2% of his gross sales on the chance of adding new customers. He should remember, however, that for this chance of getting the new customers, he is also paying the same percentage to the customers he has already secured and who, presumably, need no special inducement to trade at this store. That is simply throwing money away. How much more could be realized in the way of new business if this 2% were spent upon the advertising department.

We will assume that the merchant is already using a sufficient amount of newspaper space and in that case he could spend a small part of the 2% to secure the services of an advertising man who could handle the store's advertising as it should be handled. Or suppose this 2% of the gross sales were set aside as a fund for the improvement of window displays and to buy better store equipment and fixtures. Or suppose it were used to give customers 2% better value for their money. Or—but why go on supposing? There are endless better ways of spending 2% of one's gross receipts than to give it to a stamp or premium company.

§ §

THE first annual convention of the Illinois Retail Dry Goods Association was held in Chicago early in July. This association was formed for the purpose of promoting good fellowship and to make a concentrated effort toward securing such reforms as will tend to raise the business standards in this line of trade.

THE average cost of doing business has practically doubled during the past twenty years. This is a fact that can easily be verified by figures. On the other hand, business methods have changed wonderfully during the same time. It is the turnover that now counts in piling up profits. Whereas the old-fashioned store counted upon two or three turnovers at most, the modern merchant turns his stock with a rapidity that would have appeared impossible to his grandfather in the same line of business.

§ §

CO-OPERATION is one of the greatest forces in existence. Almost anything can be accomplished by means of real co-operation. This is especially true in retailing. In every town the merchants should be banded together to work for the good of all. Most of the impositions with which retailers now have to put up could be completely eliminated by means of co-operation.

§ §

COLUMBUS, OHIO, is to have a big Fall Festival and fashion show that will have a number of novel features. All of the merchants are co-operating to make the affair a big success and the display men of the city are expected to play a prominent part.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.
John R. Patton, Indianapolis, Ind.
Wm. M. Sheppard, Sioux City, Ia.
J. W. Sanger, Rochester, N. Y.
Aage Schiodt, Hutchinson, Kans.
H. H. Tarrasch, Columbus, O.
E. J. Berg, Omaha, Neb.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Department Store Card Writing Problems

—Article III—

The White Versus the Colored Card

by

J. W. Johnston

AUTHORITIES were promised for the use of white letters on black backgrounds as well as for various color combinations. In order to save space, a few references to the representative houses and businesses will here be given. However, others will be furnished, if desired.

I am pleased to state that I find after careful investigation that the house of B. Altman & Co., of Fifth avenue, New York City, has used for some time and was using at the time this copy went to press, white letters on black cards. The New York Central Railway at the Grand Terminal Station in New York City and at stations along the line are using white letters on black backgrounds. The Willson Tablet and Ticket Company of Broadway, preparing the store and office directory signs for many of the leading businesses and office buildings of the metropolis, advocate and make almost exclusively for their customers white letters on black backgrounds. The Thos. Cusack Company, sign men, advertising both national and local enterprises, use white letters on black for their business designation at the top of their work. The city of Rochester, N. Y., uses white letters on black for the street designations. White letters on black is also the prevailing combination for the passenger "stop" signs and the signals to motormen along the suburban and city electric routes. For good measure, the states of Wisconsin, Wyoming and Washington have chosen white letters on black for their automobile plates.

In passing, I need only say I believe white letters on a black background to be the best possible sign combination, *if the sign in itself is to be alone considered*. The reason has already been suggested. White reflect light. Black absorbs light. Words and letters written in white "burn" bright and clear. Hence the message is emphasized to the utmost degree while the background, absorbing as it does every particle of light—particularly so if the black is dull rather than polished—enables the white to show to the utmost advantage.

Conversely, the black letters on white background are never a good sign combination, *as a matter of merit*, rather than as an erroneous custom and as a convenience or necessity, by reason of the fact that black lines on a white background are not favorable to the healthy, normal eyes of the majority. The reason is perfectly self-evident in that the black strokes are dimmed by the strong reflective or halation prop-

erties of the white which completely surrounds the message. It is gainsaid that the stronger the natural or artificial light the higher will be the reflective properties of the white about the black lines and curves of the letters or figures which in reality, to best serve their purpose, should not be blurred or dimmed in any sense by any means whatsoever. *What is unquestionably to be desired in a sign is for the words rather than the background to be seen*. It is a matter of simple experiment to prove that in a good, clear light, such as is required at all times in a place of business, a black letter on a white background, particularly at a distance, is difficult if not impossible to distinguish because of the searchlight effect of the surrounding white. Place a dull black background card of white letters of the same size and with the same message alongside the black letters on a white background card and it will be seen that the message on the former can be deciphered much more readily and at a longer distance, by the normal, healthy eyes of the great majority, than by any other possible combination of light and shade.

The question has been asked me if I were opposed to the white card with black letters even if it were placed under glass and so protected from its most generally acknowledged defect, namely, its weakness and inability to protect itself from dust, flies, dirt and finger marks. My answer is that the white card with a glass covering will doubtless be preserved from dust and handling, but the second difficulty with the white card, namely, its *cheap appearance*, is in no sense obviated by the glass covering. Nor will the framing of the card save it from its third defect, namely, its *commonplaceness*. Unfortunately, the glass with its very great reflective characteristics at certain vantage points only adds to the fourth objection to the white card with black lettering, which I have defined as its *difficulty to be seen*.

Eye specialists tell us serious disturbances of vision are experienced by all subjected to high and sudden reflections, such as are thrown from panes of highly polished glass. Vocational eye disturbances are not unknown by employees required to stand in a definite position with a strong reflection from the sun or an electric arc light being directly thrown on a glass surface to be in turn hurled along the angle of reflection, determined by the position of the reflecting medium and finally striking directly into their faces. Constant subjection to such strong rays of light are

injurious to the retinal nerves. When beams of high intensity are thrown suddenly in one's face by any agency, the shock is not agreeable nor beneficial to the sight nor to the mind.

Commend me to the sign or card in the place of business, or in any place, which enables the average normal eye to convey the message which the sign denotes directly to the brain without the possibility of retinal exhaustion or an excessive pupillary contraction, which the authorities tell us "secondarily overworks the muscles of accommodation and occasions ocular fatigue," and so in turn listlessness, drowsiness, and finally sleep.

In summing up my bill of particulars against the white card with black letters, I can only recommend it for one business purpose, namely, for use in "Special Sales." No "Special Sale" worthy of the name is longer than one week in duration. One week with the utmost care seems to be the average life of the white card if it is to maintain its RESPECTABILITY—even with reference to its cleanliness. "Special Sales" endeavor to attract. The high reflective properties of the white card should do that, and it *can* be read when lettered in black. But its use under any circumstances implies the desire of the establishment to use the card which is, first, *most easily soiled*; second, *most commonplace* in appearance; third, *cheapest in appearance*; fourth, one of the *most difficult to be seen* of all the cards possible to secure; and fifth, the *most expensive in the long run*.

Aside from "Special Sale" purposes, either as concerns lines of merchandise offered at very exceptional figures for quick sale or for the distribution of single pieces here and there—odds and ends, so to speak—I utterly condemn the white card with black letters.

MY THEORY

Every sales manager, advertising man, and card writer of experience might well know that cards of not more than two colors should ever be in sight at the same time or in the same range of vision. Time and time again the question has arisen, What shall that color be? How can we know how to select the best color combination for a particular store purpose? At the first shot I want to down the confounded idea that, except possibly for single special display window purposes, the colorings of the cards can hope to harmonize with the colorings of the merchandise. Cards of every color of the rainbow could not answer that requirement in the average place of business. What, then, should be the criterion? Simply this.

Nearly every business house has selected a definite colored wood for the construction of its counters, or for the bases of the show cases and its permanent fixtures. That material may be mahogany or rosewood. Sometimes it is quartered oak, walnut, or the softer grains finished in black or decorated in the French or Scotch greys or even in a white. Were all the merchandise of the store removed, the general aspect of the parts and conveniences of the establish-

ment brought into play in the work and in the actual trading duties to take place there would be determined by the wood coloring of these counters, cases and fixtures. It is not likely that merchandise would rest on the floor or be hung from the ceilings or side walls of any department store of the present day, reached by this publication. Consequently, we need not consider the floor, the walls and ceilings unless we wish to be absurd in our handling of the situation.

Some years ago I advocated and gave what I thought good reasons for the use of a red wine—or better, "unfermented grape juice"—colored card—in an establishment having mahogany or rosewood stock casings, counters, and the like. The cards went up and met with the complete approval of every *qualified* judge in the establishment, and with the immediate applause from nine out of ten of the heads of the departments and their assistants, who had served faithfully the best interests of the business for some weeks in company with these new cards before a "vacationist" returned, who being vested with sufficient dependent authority to express an opinion, pronounced the color of the cards "rotten." The same shallow thinker took occasion to repeat his "rotten" opinion several times. When politely asked his reasons for his very inconsiderate estimation, it was promptly discovered that his logic was in reality the "rotten" thing, rather than the beautiful wine-colored cards with their perfectly white letters, which harmonized wonderfully well with the prevailing woodwork colorings, and which had not only met with the complete approval of experts and valued department heads, but which had also interested hundreds of the customers who came, admired, enjoyed, and finally expressed enthusiastic approval of the innovation.

Logic is correct thinking. It is not snap judgment based on prejudice or jealousy. Logic is "the child of a clear head and a good heart." Where the clear head and the good heart have been consumed by a serpent of selfishness there no logic, no altruism—i. e., caring for the happiness of others—is to be found.

ANOTHER CONSIDERATION

In conclusion, may I respectfully submit to my readers that the coloring of the cards might well harmonize with the general interior effect which after all is the prevailing color tone of those parts of the place of business around which the customers give their shopping attention. Then, too, the opinions, the desires, the likes, the dislikes, the *happiness* of the clerks who spend their best energies day in and day out possibly in years of service about those counters and cases, is a factor to be considered by every well-meaning and wise employer. Some employers only think of their own likes and dislikes about everything, and yet think themselves Christians. In the words of the "cullud revival" song, "Everybody thinking 'bout He'ven ain't a going thare."

If the woodwork is golden oak, I know of noth-

ing neater or more effective than cards of black letters on a yellow or orange background. The legibility of this color combination, on the authority of Francis M. Hugo, secretary of New York state, has been found *after many tests* to be the most conspicuous color combination. It has been adopted as the official color for automobile plates and numbers in New York state and in Oregon.

Signs in stores must be distinctly seen and understood at a glance by customers moving past. Automobile signs must be seen at a glance by pedestrians and others while the auto is moving past. The situation is reversed for mercantile purposes but the analogy between the needs and services of each form of sign are closely related. In fact, they are well nigh identical.

Assuming that the woodwork and general interior effect of a little specialty shop—say a confectionery store or a florist—is in the beautiful and inexpensive greens which are sometimes stained over chestnut, what could be more harmonious and lovelier than green cards with white lettering? New Jersey and North Dakota have adopted this combination as their state designations.

While in New York City some weeks ago making preparations for entertainment night, August 4th, 1915, at the I. A. D. M. Convention—which, by the way, is going to be something to be remembered a lifetime—I observed that Tiffany & Co. of Fifth avenue were using grey cards with white letters about their counters. When the white is shaded with a little black on the grey the effect is most pleasing and practical. I can think of nothing more sensible and serviceable for millinery parlors or outfitting rooms than this very fashionable neutral coloring which is so generally in vogue at the present hour.

Perhaps I have given enough instances to illustrate my theory as to the proper selection of an intelligent, economical business advertising card which will live pleasantly with those who respect clean lines at all times, live long in itself, and give many months and even years of useful, profitable service to the business for a cost a trifle greater than the expenditure necessary for the out-of-date, dirty cards of other days.

SPECIAL SEASON CARDS

For brief periods of time—not longer than for a week at a time, and merely to recognize the romance of the passing days—what is more effective and more appreciated by us all than to come into a store on some pleasant afternoon and see that some good friend of man and some good friend of art and taste and pride in business has provided that we shall know that it is not the usual humdrum, the usual monotonous and ordinary, every day routine of bread winning, but that Christmas—the “gladdest time of all the year”—is at hand?

The great merchants, the leaders of the mercantile world, are not selfish. They give thought to the

thoughts of those who honor them from far and near by a business or a friendly visit. I shall never forget my joy at seeing for the first time the holly-red cards with their beautiful white letters and sprays of green in the Wanamaker Palace of Philadelphia. At every turn I expected to meet with old Cotton Whiskers, who of course would invite me for a “Sleigh Ride” regardless of the sledding conditions. The joy of the holiday season seemed everywhere as the result of those bright, cheery cards. Trade was brisk, and rightly so, as the cards told us Christmas was near.

And what can suggest the fall season in the opening display windows so effectively as fawn, sepia, and light brown cards, in letters of black or gold with edgings of white-like the first powdering of the snow about the “sere and yellow leaves”?

For the spring opening window announcements why not the creams, the faint pinks, or faint lavenders to suggest the first blushes and tones of awakening nature, with letters of gold and lines of white to symbolize the melting snows?

No class of employees about the department stores can give such an abundance of mental pleasure to the hundreds of members of the store family and to the thousands and tens of thousands of the friends and customers of the business as the intelligent card writers and sign makers. However, they must have the hearty co-operation of equally considerate and kindly-disposed employers who are not constantly endeavoring to enslave, to humiliate and to reduce them to a rank below the fence painters, the porters and the street cleaners.

The men, whom I am proud to represent, who have known the painful and patience-exhausting trials with the pens, the idiosyncracies of the brushes, and the *damnation of the wrong cards*, stand ready with their historically honored tools to serve the high chosen purposes for which these implements were created. Permit them now to earn for themselves and to earn *for others* new harvests of pleasure and gold.

(This article concludes Mr. Johnston's consideration of Problem I “The White Versus the Colored Card.” In the September number Mr. Johnston will discuss Problem II, “The Choice of an Alphabet.”)

THE STORE that depends for business upon its daily bargain offerings is much like a handyman who goes about working by the day or hour at odd jobs. He has a living, but it is a more or less uncertain one. Bargains are all right in their way, but it is the regular goods at regular prices, day after day and year after year, that really count.

MERCHANTS in Terre Haute, Ind., have established a regular weekly event that they advertise co-operatively as “Suburban Day.” On these days special inducements are offered to out-of-town shoppers. The plan has now been in use for several months and has proved surprisingly successful in extending the trade limits of the city.

AUTUMN SHOW WINDOWS

THE BRILLIANCY AND GREAT VARIETY OF FALL COLORS
PRESENT TO THE DISPLAY MAN A GREAT OPPORTUNI-
TY FOR RICH DISPLAYS—SOME SUGGESTIONS
FOR AUTUMN BACKGROUNDS

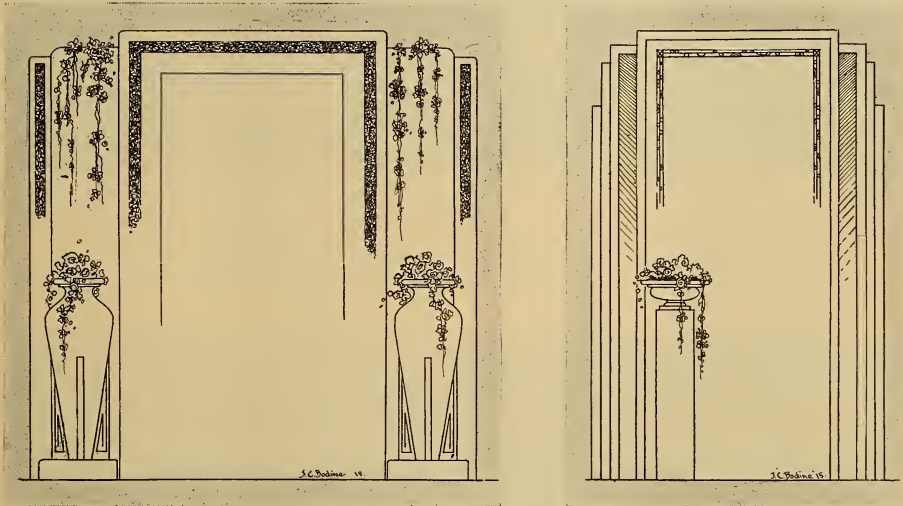
J. C. Bodine

FOR DISPLAYS of fall merchandise a wonderful opportunity is offered the display man to work out schemes of decoration having rare interest. The magnificent fall colorings present a range and variety that is almost without limit. The fall merchandise is also of an interesting character and can be handled in many attractive ways. Yet the wonderful variety of autumn colorings is apt sometimes to lead the display man astray. There

well it may be arranged, the artistic effect will be ruined and the apparent value of the article lessened unless the surrounding color is handled judiciously and with good taste.

We have illustrated here two quite simple designs. These sketches show a highly effective arrangement of panels that, when used in connection with a display would lend elegance to the merchandise. There is not a lot of ornate design to conflict with the articles shown—just a moderate, quiet feeling of good taste. Good taste and precise judgment are mainly the qualities that must be shown in the window and these must be used in the design and color of all the details.

The window must be the outward expression of the store and the manner in which the window is decorated is presumed to indicate in a measure the



COLORS: ROMAN GOLD, CREAM, TAN AND BROWN, WITH DEEP BLUE FOR CONTRAST.

are so many colors and tints that he can use appropriately that he frequently uses so many hues in such a confused manner that there is no definite color scheme. It is generally better to use but a few tints and in such proportions as to make a definite color scheme. The latter will present a stronger effect than the confused colors.

In any show window the decorations should be so designed as to make the entire display "hold together," that is, the background being one unit, the floor covering another, and the same with the fixtures and merchandise. These in all make four units that, when arranged, will form a complete whole, and no unit forming a complete decorative effect without the three other units. Of all the units, the background or setting at the back of the merchandise is perhaps the most important factor. No matter how beautiful the merchandise or how

taste and judgment which pervades the selection of the stocks to be found inside the store. It is through the plate glass of the window that the public receives its first impression of the store and judgment is formed according as the window is in good or bad taste.

The design and setting together with the arrangement of the merchandise in your window can be made so that it will give to your store properly an expression of distinction and class even the cleverest advertisement writer would find it impossible to express in words and type. You may catalogue and describe your merchandise in an advertisement but it is altogether impossible to give that conception of its true beauty and worth in a newspaper as you can do this in your window. The advertisement can but tell what you have to offer but the window shows it as it really is.

The New York Convention

**Meeting a Shining Success—Big Crowd and Splendid Program -
Unsurpassed Entertainment Features—A. J. Edgell Elected Pres-
ident—Chicago to be the Next Meeting Place—Perfect Co-opera-
tion from leading Display Men of New York**

THE New York convention of the I. A. D. M. was an unqualified success. For several years, in inviting the display men to hold their convention in that city, New York has made glowing promises as to what would be done in the matter of entertainment. They were promised the fullest co-operation of local display men, retail merchants and manufacturers and it was repeatedly stated that they would receive such a whole-hearted welcome as no other city had given them before—and New York made good every promise and more.

The Program Committee had also made many good sized promises as to what was in store for visitors to the convention, both in the matter of educational and entertainment features. These promises were so well kept that most of the visitors were in much the same state of mind as the youngster attending for the first time a three-ring circus—there was so much to see and to learn that it required a very busy individual to assimilate it all.

PREPARATIONS VERY COMPLETE

It was a remarkable meeting in every respect and all credit is due to those who so capably handled the preliminary details. Nothing had been forgotten—nothing had been left unprovided for and the whole affair, from start to finish, moved along with the precision of a piece of well regulated machinery. It was a meeting that will long be remembered by all those who had the good fortune to attend it and, through the progressive spirit manifested and the constructive measures adopted, it will represent a most important milestone in the progress of the International Association of Display Men.

CO-OPERATION THE KEYNOTE

The keynote of the convention was sounded in one of President Potter's addresses—it was CO-OPERATION. On every hand was evidence of a wholesome spirit of co-operation—co-operation between the Canadian and the International Associations—co-operation on the part of the Display Managers' Club of America—co-operation on the part of merchants, manufacturers and all others who were even remotely interested. In no former convention of the association has there been such evidence of a willingness to pull together for the good of all.

One of the most satisfactory features of this convention was the large number of merchants in attendance. There were merchants from all parts of the country and in most instances this was the first convention of display men they had ever attended. What they saw and what they heard could not fail to lead to an enhanced estimation of the importance of the display man in the great field of merchandising. On all sides was eloquent testimony to the fact that the display man is at last being accorded his rightful place beside the advertising man and the merchandise manager.

Another highly gratifying tendency was shown in the spirit of good fellowship and democracy that pervaded the meeting. Years ago there was an inclination on the part of many of the "big fellows" to ignore or look down upon the "little fellows"—there were rivalries and jealousies and a too general tendency toward aloofness, but none of these were to be found at the New York convention. All of those present, and there were many of the most prominent display men from all parts of the country, met upon the even terms of fellowcraftmanship and kindred interest. In being display men, all were equal, regardless of whether they were employed in big or little stores.

EXCELLENT EDUCATIONAL PROGRAM

The educational side of the program was of particular interest because of the variety of subjects covered and the eminence of the demonstrators and lecturers. Indeed there were so many numbers on the program that it was impossible for all of those who had been announced, to appear. However, there was something of interest going on all the time, and it was the unanimous opinion that the Program Committee had done remarkably well in their choice of men and subjects.

As to the entertainment of visitors, there was something going on every minute that could be spared from the regular program. New York is a city of amusements and the visitors sought their pleasures according to individual inclination. There were the bathing beaches, theaters, parks, cabarets and endless other pleasant diversions from which to choose. The crowning entertainment feature was the "Wake" on Wednesday evening. In addition to the banquet there was an entertainment



THIS PICTURE SHOWS PART OF THE CROWD THAT ATTENDED THE EIGHTEENTH ANNUAL CONVENTION OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN AND THE CANADIAN ASSOCIATION OF DISPLAY MEN, AT THE WALDORF-ASTORIA HOTEL, NEW YORK, AUGUST 2, 3, 4 AND 5. AT THE TIME THIS PICTURE WAS TAKEN, MANY OF THOSE WHO ATTENDED THE MEETING WERE NOT PRESENT.



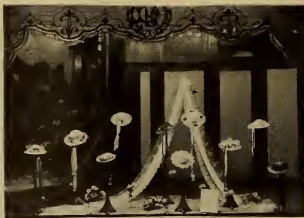
THIS PICTURE OF THE BANQUET WAS TAKEN EARLY IN THE EVENING BEFORE THE GALLERIES HAD BEEN FILLED WITH LADIES. THE BARE SPACE IN THE MIDDLE OF THE FLOOR WAS WHERE THE CABARET PERFORMANCE TOOK PLACE.



1st Prize, Class 1.
T. G. Duey, Grand Rapids, Mich.



1st Prize, Class 3.
T. G. Duey, Grand Rapids, Mich.



1st Prize, Class 4.
H. B. Martin, Rochester, N. Y.

furnished by a combination of amateur and professional talent that will not soon be forgotten.

One decidedly definite action was taken in the matter of the terms "window trimmer" and "window dresser." From the date of the convention these names are to be taboo and anyone who uses them is to be shot at sunrise—from this time on the name is to be DISPLAY MAN. This is an excellent move as the name "window trimmer" has long been outgrown. A considerable amount of important business was transacted by committees in such a manner as not to interrupt the regular sessions.

A. J. EDGELL ELECTED PRESIDENT

A. J. Edgell, of New York, was chosen to succeed President Potter for the coming year. During the term of his office, Mr. Potter has accomplished a vast amount of good for the association. He has traveled throughout the country almost continually, forming locals, interesting display men, advertising men and merchants in the I. A. D. M. and spreading the propaganda of co-operation and general advancement. It has been largely due to Ex-President Potter's capable and untiring efforts that the association has progressed more during his two terms of office than during any similar time in its history. He has left a record that will not be an easy one to equal, yet any one who knows A. J. Edgell can have no doubt that he will rise to the occasion and carry on the work with the same energy and intelligence shown by Mr. Potter.

President Edgell is in charge of the window advertising department of the Society for Electrical Development and during the coming year expects to do much traveling which will bring him in contact with display men all over the country. This

will be a great advantage in advancing the interests of the association.

E. D. Pierce of Rochester, N. Y.; L. A. Rogers of Dallas, Tex., and Harry Hoile of Birmingham, Ala., were elected to fill respectively the offices of first, second and third vice-presidents. All of these gentlemen are so well known throughout the window display world that any comment upon their fitness would be superfluous.

As secretary, P. W. Hunsicker, of Grand Rapids, Mich., succeeds himself. Mr. Hunsicker's long and faithful service as secretary of the association has made him thoroughly familiar with the arduous duties of this office. The office of treasurer for the coming year will be filled by Edward O'Malley, of Kankakee, Ill. Mr. O'Malley is one of the charter members of the association. He attended the meeting when the association was formed at the Palmer House in Chicago and has been present at most of the conventions since. He has always taken an active part in the affairs of the organization and has held most of the offices from the president down. That he will prove a thoroughly acceptable treasurer goes without saying.

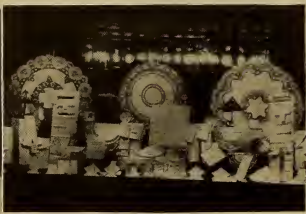
Ben J. Millward of St. Paul, Minn., was chosen as chairman of the executive committee. This is one of the most important offices and Mr. Millward is admirably qualified to fill it with distinction. He has a high order of executive ability and is possessed of all the initiative and energy necessary to the successful handling of this difficult position.

CHICAGO FOR NEXT MEETING

Chicago was chosen as the next convention city and already plans are under way to hold a meeting next year that will keep up with the fast pace set by New York in the matter of program and enter-



1st Prize, Class 6.
E. F. Swank, Crawfordsville, Ind.



1st Prize, Class 7.
P. H. Deitrich, Lancaster, Pa.



1st Prize, Class 8.
H. B. Martin, Rochester, N. Y.



1st Prize, Class 9.
W. J. Wright, Niagara Falls, N. Y.



1st Prize, Class 10.
J. M. W. Yost, Johnstown, Pa.



1st Prize, Class 12.
Sam Friedman, Birmingham, Ala.

tainment. The program committee consists of George H. Lamberton, Orval Simpson, George J. Cowan, A. W. Lindblom, J. H. True, Horace Tracy and C. J. Potter.

MANUFACTURERS' EXPOSITION

The exposition by manufacturers and dealers was, as it has been for several years past, one of the most interesting features of the convention. In particular, the displays of modern wax figures was remarkably fine. Collectively it was probably the largest and best showing of modern wax figures that has ever been made. On every hand were heard comments as to the high degree of perfection which the making of wax figures has reached in this country. Many of the figures shown had been so admirably modeled and finished that visitors at first glance were deceived into the belief that they were living beings.

However, many other lines of interest to the display man were also liberally represented. There were exhibits of practically everything that the display man or show card writer uses in his work. Fixture manufacturers showed many new and interesting devices for the display of all sorts of merchandise. There were also several splendid exhibits of artificial flowers and similar decorations. In short, the latest ideas in practically every kind of fixtures or materials used in the show window were exhibited in abundance.

But it would be impossible to even touch upon more than a few of the hundred of splendid attractions that helped to make this convention the wonderful success it was. It is enough to say that everyone who attended the meeting is mighty glad he went and that the effects of this convention will tend not only to advance window display but also

to place the display man in a position of greater importance than he has ever appeared in before in the eyes of his employer and the public in general.

In the following report of the meeting most of the addresses have been abbreviated as it would take a book almost as large as a telephone directory to print them all in full. Many of those that are necessarily shortened here, however, will appear in later issues of the official organ.

MONDAY MORNING, AUGUST 2.

The Eighteenth Annual Convention of the International Association of Display Men was called to order in the Grand Ball Room of the Waldorf-Astoria Hotel, at 10 a. m., August 2nd, with President C. J. Potter presiding. Mr. Potter in a few words introduced Mr. Prendergast who is the Comptroller of New York and head of its Department of Finance. Mr. Prendergast while at present occupying this important financial position in the great metropolis, was formerly intimately acquainted with the affairs of store-keeping, both wholesale and retail, having spent many years as a credit man. He delivered an excellent address of welcome, which was greeted with great applause.

Following Mr. Prendergast, President Potter introduced William A. Marble of the Merchants Association of New York, who is also a merchant and manufacturer. Mr. Marble stated that he felt in a reminiscent mood and then proceeded to tell of some of the wonderful changes that have transpired in the retail business in New York during the past 20 years or more. He spoke not only of the changes in the methods of doing business, but of the geographical changes in the business center of New York and how the trend of business has gradually worked northward from the lower part of the island.

Mr. Marble was followed by Percy S. Strauss of R. H. Macy & Co. Mr. Potter said: "We are fortunate, indeed, in having with us today a gentleman who is not only a great merchant and therefore familiar with the various matters which usually arise for discussion at this convention but a man who has also taken a vital interest in organization. As president of the Retail Dry Goods Association he has taken a broad and deep interest in the welfare of other merchants. His interest in display of merchandise and the equipment of his establishment are subjects of well-known familiarity at this time. Macy's store for years has been famous and we are glad that one of that firm is with us to extend a welcome on behalf of the retail interests of the city." Mr. Strauss said in part:



1st Prize, Class 13.
J. M. W. Yost, Johnstown, Pa.



1st Prize, Class 14.
J. M. W. Yost, Johnstown, Pa.



1st Prize, Class 15.
H. B. Martin, Rochester, N. Y.



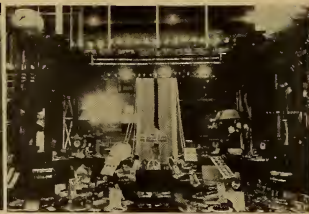
1st Prize, Class 16.
H. B. Martin, Rochester, N. Y.



1st Prize, Class 17.
J. L. Haines, Lancaster, Pa.



1st Prize, Class 18.
Bert Cultus, St. Joseph, Mo.



ADDRESS BY P. S. STRAUSS

"We yet need to learn a good deal about display here, but we are very hopeful that, your convention having come to this city, we will have an opportunity of learning something of the many things you will need. It is getting to be the fashion nowadays to have the display men of different enterprises and different stores travel not only to see what is being done in other stores in his own community but have him go into other cities that he may keep up with the display men in the other cities. I think that is a fancy which is extremely valuable and one which, in conventions of this kind, will develop and become more general. I know that at Macy's we frequently send our display men and other managers to different cities to learn all they can. And they never go abroad; they never go away, without coming back without something that is helpful and something which will help not only them but the store as well and for that reason I feel that a gathering such as this, coming from the different cities each year, is a great help to the trade as a whole as well as to your profession.

"I have not been throughout the country but, judging from the cities I have been in, I think that display in New York has been more studied than in most of the cities. I do not think that we have been uniformly successful. I think that we have a good deal to learn but I think here in New York we have been studying very assiduously for a good many years to try to improve the method of displaying.

"I remember when I first went into business the highest ambition of the display man seemed to be to put as much display in the window as possible, the idea being probably to impress the passerby with the fact that the store had a good deal of merchandise. The opposite tendency is the one which is now very much in evidence, not only in department stores but in all other stores. Whether they were wrong at that time or whether we have gone too far the other way at this time, this convention and others like it are apt to decide correctly.

"Now, as to window dressing, I think, and the fact that you have changed the name from window dressing to window display is indicative of the change of the whole aspect of the profession. In the past it has been an occupation like salesmanship, or driving a wagon, or keeping a store. Now, it has got to be regarded as a profession. As retail business has developed and has been studied and as the occupation as a whole has been placed more or less on a scientific basis, window dressing has achieved a much more important part. Nor is the show window the only medium for displaying. I am of the opinion that the interior display is quite as important as window display.

"Up to within a few years the window dresser, so called, now the display man, was a man of comparatively little importance in the organization. I can well remember that any

old place was sufficiently good for him to store the few fixtures he had and whatever he put in the window was accepted without comment. His color combinations were not a question for criticism and his draping was accepted as the only kind that could possibly be. From that we have developed into what we see in the Lord & Taylor store—the possibility of dressing windows at leisure, out of sight, and amid comfortable surroundings and have the displays raised complete into sight, and all the way from the original to that last development there has been a continuous study, not only of physical methods but of artistic effects, and it seems to me that conventions of this kind will add to the importance of the general regard of the trade to the display men and their functions.

"In this connection I would like to say just a word based on my experience and study, that is in reference to the position of the display man in the organization. Too often an artistic temperament makes it difficult, or if not actually an artistic temperament, a supposed artistic temperament, makes it difficult for the display man to adapt himself to the rules and regulations which must necessarily be a part of a large organization. The difficulty is that a display man is pretty apt to exaggerate his own individual importance instead of the importance of the position which he holds. In large organizations it is not the individual who counts or the position which he fills but the way in which he fills it and that is a matter which is extremely important. It is not a question of losing your individuality but it is a question of sinking a selfish point of view.

"A display man in a large organization is very much in the same position that the office manager or the general manager, or the superintendent of delivery, if you will, is in. He has to do with so many different parts of the organization that in order to get along with them all, if there are say almost 100 departments, he must be in almost daily contact with the department head of each one and, in order to be able to meet them in such a way as to get their best co-operation, he must be tactful. He cannot feel that his way, although it may be the right way, is the only right way, because every department manager has a feeling that he knows how merchandise that he has been brought up to study should be displayed. The department manager may be wrong. I suppose the chances are that he is wrong, because he has been studying merchandise from a different point of view from that of the display man, but to tell your department heads that they do not know anything about their own merchandise, and to tell them that they must do things your way is bound to create antagonism. And I would emphasize the importance of tact and the co-operative spirit to enhance the importance of your own position, because without the thorough co-operation of the departments' managers, your own department cannot gain that importance which it properly deserves in any organization.



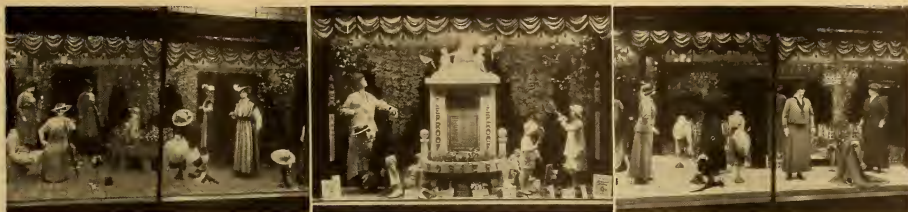
1st Prize, Class 21.
E. F. Swank, Crawfordsville, Ind.



1st Prize, Class 22.
H. B. Martin, Rochester, N. Y.



1st Prize, Class 24.
W. K. Best, Marietta, O.



Three Pictures from Class 32, by Carl W. Ahlroth, Columbus, O.

"Your profession holds a position and distribution somewhat similar to that held by the scenery painter and the stage director in a drama and there is no reason why your profession should not hold the same position of importance in the public eye that that profession does. Of course, although there are some points of similarity between these two functions there are many points of difference. Theatrical display overdone does very much to dim the importance of the merchandise and exaggerate the value of the background, but you have a similar function. They have the function of making the play realistic and attractive, you have the function of making merchandise attractive and of comparative importance, and I would call your attention to that, and at the same time ask you, in going to theatres—there are many of them in New York worth going to—to see how the stage management has been forced to be the background only for the play itself.

"And in just that way I think that display should be a background and nothing else for the merchandise because after all is said and done, what our patrons come to the stores for is to see the merchandise and the function of the display man is to give a background and a setting for that merchandise so that it will be presented in its most attractive and best form."

The self-evident truth of Mr. Strauss' remarks called for much applause after which President Potter introduced Mr. John H. Hobelman, head display man for Nugent's, St. Louis. Mr. Hobelman's address in part was as follows:

ADDRESS BY J. H. HOBELMAN

"After we listened to the addresses this morning, all we display men who have come from various parts of the country to this great New York must feel very happy that we have been made so welcome, and that is a feature that is very welcome to every display man. A little pat on the back and a hand of welcome is so seldom extended to us that it certainly feels very good to us this morning. When I look at the audience we have here and the magnificent hotel in which we are holding our convention and the beautiful display room out through here with all its gorgeous decorations, I cannot help but look back to past conventions, having attended a great many of them. The first one that I attended was at the Saratoga hotel in Chicago in 1905. At the opening of that convention we had a little handful of men there. Of course, we must give them credit. They were the pioneers of the organization we are so proud of today but, nevertheless, we got together although we did not know exactly what we intended to do. We did not know exactly what benefit was to be derived from that convention. Some who came had the idea that it was going to be a sort of employment bureau, that we would get together and find each other all kinds of fine positions in other stores and things of that kind. There was no idea what the outcome of that organization was going to be, in its infancy. But we plugged along and year after

year the organization has grown and we have come from an ordinary hotel to one of the finest hotels in this grand country, and we should be very proud that we have such a nice arrangement made for us as the committees have arranged.

"In those days we were not an association of display men. We were called window trimmers, and we all know that window trimmers in big stores as far back as that, were looked upon as a sort of curiosity, a man with a hobby, in other words. People would say: 'What is this fellow running along with a tack hammer and a step ladder for? What does he do here?' And some one would answer: 'He is a window trimmer; his idea is to take all the shirts or underwear, or whatever it may be, and start at the top of the window and see how many he can hang until he gets down to the floor. Sometimes he makes a ship, sometimes a bridge, that is, he thinks it is a bridge and a ship, but the boss calls it a white elephant.'

"And what was the condition in those days? Every time he bobbed up he was knocked down. In those days a bolt of cheesecloth was a luxury and when the trimmer went to ask for one, the boss would want to know how many times it could be washed and what was to be done with it after it was washed, and finally he was permitted to buy a bolt of cheese cloth. It is just as ordinary today, in some large stores, to get a bolt of velvet as it was in those days to get a bolt of cheese cloth. And the only reason for that is that the display man by continuous effort has shown the proprietors of the large stores that he is a necessary factor in the sale of merchandise."

With this introduction, Mr. Hobelman continued to discuss in an entertaining way the relative position of the old time window trimmer and the modern display man. He spoke of the modern conveniences in the matter of fixtures and decorations, of the more liberal spirit on the part of employers and the many other advantages the modern display man has over the window worker of years ago.

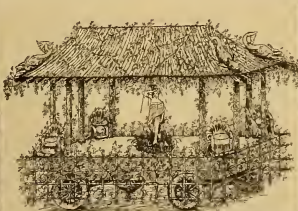
Following Mr. Hobelman's speech, which was warmly applauded, Mr. Potter made an announcement concerning the judges for the various window display and show card contests. The judges in classes 1, 2, 3, 4, 5, 6, 7, 8, 9, 20, 21, 22 and 23, are D. D. Starr, Wm. Tischman, J. A. McNabb. In classes 10, 11, 12, 13, 14, 15, 16, 17, 18 and 19, the judges are Messrs. Geo. J. Cowan, G. A. Smith, and L. P. Gill. The remaining classes of window are to be judged by L. A. Rogers, W. W. Weiner, and Frank Speilman. The show cards will be judged by L. F. Dittmar, W. P. Brink and F. Coplin.

The Committee on Order was announced as Messrs. Harry Hoile and J. L. Haines.

A meeting also was announced of the Committee on Resolutions and By-Laws. Following this the Committee on Membership presented its report through Mr. Hobelman. At



1st Prize, Class 26.
J. M. W. Yost, Johnstown, Pa.



1st Prize, Class 31.
E. F. Swank, Crawfordsville, Ind.



1st Prize, Class 28.
J. M. W. Yost, Johnstown, Pa.

the close of this business the convention adjourned to reconvene at 2:00 in the afternoon.

MONDAY AFTERNOON SESSION

The afternoon session Monday was devoted to addresses by the Display Managers' Club of America. President Potter introduced Mr. L. Hahn of "Women's Wear," who made an excellent address prior to introducing the various display men of New York.

W. F. Allert, Display Manager of R. H. Macy & Co., was first presented. His address in part was as follows:

W. F. ALLERT'S ADDRESS

"Window dressing is the artistic expression of the good qualities of merchandise. It involves the most effective expression of what you have to sell. Every man who has work of any kind to do, should get pleasure out of doing that work, as well as giving pleasure to others,—comparing it to the musician, the violinist takes a great deal of pleasure in his playing and the expression that he brings forth gives a great deal of pleasure to the listener.

"Art in window dressing is that which, when expressed, creates a desire for the merchandise on the part of the person who sees the display.

"In our profession we must understand that we have an object in mind when dressing windows, and unless we have the right object in mind, we are failures.

merchandise, he must know. He cannot guess about style, he must know. He cannot guess what is good taste and what is appropriate,—he must know. He can accomplish the greatest good in a store because he supports the whole store and not a part."

Following Mr. Allert, Mr. Herman Frankenthal, of B. Altman & Co., was introduced. Mr. Frankenthal is known in New York as the dean of the profession and through his wonderful work is known throughout the country as the foremost draper in America and probably in the world. Mr. Frankenthal gave a highly interesting demonstration of draping in the modern style that has made him famous. He also reproduced a duplicate of his first drape which was made in Philadelphia 26 years ago. Mr. Frankenthal extended a cordial invitation to all visitors to the convention to call at his workroom and meet his assistants. He was roundly applauded at the close of his brief address.

Following Mr. Frankenthal came Kerome A. Koerber of Strawbridge & Clothier, Philadelphia. Mr. Koerber is possibly as well known as any display man in America. His talk was practical and to the point as was indicated by the great applause it received. The address will be printed in full in a future issue.

Mr. Hahn then introduced Mr. F. S. Schmehl. As an all around store man he has gone outside his windows to



1st Prize, Class 2. Robert Fuellerman, Milwaukee, Wis.

"First—How are we to know what the right object to have uppermost in our minds is?

"To answer this question, it is highly necessary to know and understand the likes and dislikes of the corporation concerned. Some corporations do not depend on their windows for direct business,—others do not desire to make pictures out of their windows,—but some do. Some corporations directly depend on their windows for a great deal of their business, some plan from day to day, what their windows will do. But of all the different ways of dressing windows, the one object of importance is that merchandise must be sold, and to sell merchandise you must remember that all comment about your windows should be about the goods it contains. Concentrating on this object, you will make your display so as to bring favorable comment about the merchandise.

"How can a window dresser be a permanent success when he has too many different individuals tastes and ideas to satisfy? Some will say, 'Oh, I stand in with the firm,' or 'My reputation holds me,' which are all very good, but do they really constitute a permanent success? 'No,' is the answer, because any day that a situation undergoes a change, your foundation slides from under you, and what are you then? A failure. Why? Because you have closed the door to the thought 'Do unto others as you would be done by.' Carry this practical rule wherever you go and you will receive the same in return, thereby you will be able to see and understand the ideas of the other fellow and gladly improve on them to the satisfaction of all and to the greater satisfaction of yourself. After all is said and done, we all admit inwardly that we get our ideas from some one, or some thing. Who has the greatest general knowledge of the merchandise in a store? Who has the greatest general knowledge of style, of good taste and appropriateness,—and who can accomplish the greatest good in a store? The successful window dresser. Why? Because he cannot guess about

assume innumerable other important duties, having more or less relations to window display. Quotations from Mr. Schmehl's address follow:

F. S. SCHMEHL'S ADDRESS

"The true definition of efficiency is, namely,—'the quality of producing effects'—and it is singularly appropriate to all display managers for that reason.

"Some display managers, in their meritorious efforts to seek effect, have fallen into the error of overlooking the really more important requirement of their particular vocation, namely, the promotion of sales, for after all the volume of business obtained through window display is the pivotal point of interest, for the merchant.

"The show windows of the majority of the stores, everywhere, are maintained to create sales and their effectiveness is considerably enhanced by the judicious use of price cards and similar mediums, imparting information and attracting attention.

"This brings forward the really important point of efficiency as applied to the display manager in his occupation and that is—to make his window displays sell goods.

"True to the general definition of producing effects, he must subordinate effects, to such a degree as not to jeopardize sales.

"This requires a certain amount of sales sense which every display manager should possess and cultivate assiduously.

"As an illustration, of what is a common error, it is often the case, that an ambitious display man will expend a great deal of time and money on a background and setting, striving to live up to the first principle 'effect' and endeavor to compete with some large establishment, whose clientele is absolutely opposite and which uses its window space, principally as 'show' windows, for the general cumulative advertising it gets therefrom.

"He then fills his show windows sparingly, along the

same lines as the exclusive establishment, with a mediocre assortment of merchandise and expects results—and the results obtained, generally fail to pay the cost of his efforts.

"The first and most important step the display manager must take to acquire 'Efficiency' is to study the clientele of his store and then make his displays accordingly, using whatever effects and ideas he may find available and adaptable."

MR. MUNN TALKS

The next speaker introduced dressed the windows for one of the specialty shops of Fifth avenue. He was Mr. Edmond Munn, of Franklin Simon & Co. Mr. Munn gave an interesting demonstration showing the manner of draping a riding habit over wax figures. He advocated in strong terms the use of good wax figures in the show windows as a great help to selling ready-to-wear garments. His argument was that the wax figure is the nearest thing to nature that can be had and that as soon as one gets away from nature he begins to lose the effect of his display.

ADDRESS BY MR. RICHTER

Following Mr. Munn, J. J. Richter, of Saks & Co., was introduced. Mr. Richter said in part: "There may be some remarks that I make that the older men have heard lots of times before but I am really talking to the young fellows who want to learn in order that they may do their work more successfully. You take the wax figure. Every

limb, and those are the things that cost very little to keep in shape. You can show your employer that the cost of keeping these figures in shape is so much smaller than the sale of one suit, which might be lost by having the figure look cheap. You must watch your windows all day long, all the time and give them your full attention.

"I have found that from personal experience the boss is always on the lookout for mistakes and as a general rule the boss has pretty good eyes and is quick to notice any defect. If a man follows up these ideas and watches his work every hour in the day and tries, wherever he goes, to get ideas that will help him in his work, he is bound to be a success."

After the applause that followed Mr. Richter's speech, Mr. Hahn introduced J. J. Cronin, display man for L. J. Bamberger & Co., Newark, N. J.

Mr. Cronin spoke on fashion shows and confined himself to the value of these events as a store feature. Following are extracts from his address:

"FASHION SHOWS" By J. J. CRONIN

"I am going to confirm my remarks to the value of fashion shows as a store feature. This fall we will stage our twelfth fashion show, and the fifth in our new building, so I think I may claim some experience, also some knowledge as to their value.



1st Prize, Class 5. E. D. Pierce, Rochester, N. Y.

big store is coming back to use it again because it has been improved so wonderfully. Several years ago some of the stores of higher class, such as Marshall Field & Co., and others discontinued the use of wax figures but they have taken it up again. Now, let's consider the dressing of that figure. One sees some strange misfits in the windows even of our high class stores. For example, in some of the big establishments along 34th street, I have seen a pair of street shoes on a figure wearing an evening gown. Probably that only showed that the display man was tired when he had that job on hand. He slipped up but perhaps not half a dozen people outside of the profession noticed it. But a mistake of this kind certainly hurts the effect of the figure and of the whole display.

"I have seen a display in which a figure was dressed in a handsome suit of expensive character and wearing cotton hose. That spoiled the whole effect. This is what I am trying to get at. You must harmonize every little thing that you put on the wax figure. When you put a wax figure in the window you have got to make it look absolutely right, for you are showing something that must be complete. You are trying to convey an impression to a woman of how she would look, or how she thinks she would look. If you slip upon a little thing like the shoes or the hosiery or the hat, that is going to spoil the entire effect. Now take jewelry. I have seen a fine lavalier the thing put on a suit, or have seen a string of colored beads on an evening gown that simply spoiled the whole effect. Those are the things you must watch, detail in ready-to-wear and, in fact, in all window work it is one of the most important things you can look after. A man who looks after the small details is sure to look after the bigger ones. If you watch your little details your work is going to be much easier. Take care of the wax figures. You can go around to some of the stores and see figures with the hair falling out, broken fingers and

"The spring of 1913 was the first fashion display in our new building, and we staged it on an elaborate scale, and employed 25 models, the crowds that it attracted simply amazed us, the show opened on Monday, and Tuesday evening we had to add fifty feet additional to the walk, so as to accommodate the people.

"The fall of 1913 we determined to profit by our experience in the spring and added another fifty feet, making in all a walk of about 300 feet, and employing 35 models, so you see I am talking of a show that equals any display in the country.

"Now, each succeeding season the show has been more successful than the previous one, and we are now engaged in preparations for our September display. Your natural question will be in what way does it do the store good? I will tell you.

"We all know there is nothing that interests a woman, or holds her attention more than fashions, and if you can focus the attention of the buying public (and that means the women), of your town or city on your store, in the beginning of the season, and get the jump on your competitors, you have put over an advertising feat, the value of which cannot be calculated, and a properly staged fashion show will do that, it will not only do that, it will also create an immense amount of favorable comment and talk which is all very valuable advertising.

"Now no doubt your next question will be fashion shows cost money. Of course they do—so does newspaper advertising cost money.

"Ask your employer what percentage of his newspaper advertising does he figure as not making any direct return, and then ask him if he is going to cut it out. Display will always bring a return, some more than others naturally, and there is no feature of store display that will bring you the return that fashion shows will."

WILLIAM TISHMAN

The next speaker to be introduced was William Tishman, Display Manager for Jas. McCreery & Co., and President of the Display Managers' Club of America. Mr. Tishman gave a highly interesting demonstration of fabric draping in which he showed how a half form can be extended full length for draping purposes through the use of corrugated board. With a few dextrous movements he manipulated the merchandise in such a way as to make a number of attractive arrangements through the combination of a half form and corrugated paper. Mr. Tishman's work was so cleverly handled that he attracted much applause.

HARRY HIBSCHER

The next on the program was Harry Hibschler, of L. S. Plaut & Co., Newark, N. J. Mr. Hibschler's address was on the subject of efficiency in store display. He grew reminiscent and made a humorous and entertaining talk on the general principles of handling window displays in a big store. His idea of accomplishing things, judging from his address, is to get busy and get the thing done. He received much applause.

CHILDREN'S SPECIALTIES

Mr. James Trewhella was next introduced by Mr. Hahn and spoke on the subject of display of children's wear.

Mr. Trewhella stated that the showing of children's specialties is a good deal more difficult than one might imagine. He went on to illustrate his remarks in a most

tiful in a window will show up very poorly on the film owing to the color values.

Mr. Trewhella had much more to say on the subject of his work and his address was listened to with great attention by the entire audience. He was loudly applauded at his close.

J. D. NATHAN SPEAKS

Mr. Hahn then introduced J. D. Nathan, who is display man for Jordan Marsh & Co., of Boston. Extracts from Mr. Nathan's excellent speech follow:

"In my opinion it is absolutely necessary to make fashion shows every day of the year to attract people to your show windows. I also believe that color is one of the great essentials with which to attract them. For instance, suppose we have a window of 98 cent hose which is usually, we might say, a sales window. We may have possibly 50 assorted colors at 98 cents on display. If these colors are not put in in the most harmonious combination, naturally the window will not attract, but if the color combinations are accurate, the result will be proved by the sales. By that I mean also that when you are getting up your display of artistic merchandise, remember the big essential is color."

"I take great pride in saying that I use it as one of the primary features of every exhibit I work out. No matter what it may be, books, shoes, stationery, the color is always the important feature. The background must be of a neutral shade to set off the merchandise. I believe in as little con-



1st Prize, Class 27. Chas. Ely, Jackson, Mich.

interesting way. He gave an interesting sidelight on the duties of a display man in a big metropolitan store in describing some of the special work he is required to take care of. For example, the store for which Mr. Trewhella is employed uses moving picture advertisements to a considerable extent and it is part of his duty to prepare the models for the photographs. He said:

"I do not know whether you men have noticed throughout the country our advertisements in moving picture shows. We take several models and go to the Pathé Studio or one of the other big studios, and pose these different models in various gowns, sometimes in evening wear, sometimes in street wear or possibly bathing suits. At this season of the year we have a great many bathing suits. We load these models into an automobile with a camera man and go to one of the beaches where they are posed and the pictures made. These films are sent all over the country and in demand from many distant points. At other times we will show garments appropriate for every hour of the day, from morning to night, beginning with morning goods, clear through to evening clothes, showing the whole thing in moving pictures. It is one of my duties to pick out from each department all of the garments and accessories that I think will be required in making these films. In this work great care has to be taken to get the colors that will photograph properly. Sometimes a garment that might look beau-

tiful of color as possible. One does not have to confine himself to just one or two shades of color to get the desired effect though." Mr. Nathan continued his interesting discussion of color at some length and concluded his address with an expression of the hope that the Association might at some future time see fit to hold its convention in Boston.

Mr. Hahn then introduced Chas. Wendel who was until a few months ago display manager for Gimbel Bros., big New York store and who now is engaged in a private enterprise.

FASHION SHOWS

Mr. Wendel made an unusually interesting address on Fashion Shows which he was admirably qualified to do owing to his long experience with these events. He said that for 20 years he had been associated with Gimbel Bros., and during that time had been actively connected with no less than 20 fashion shows. It had been the policy of Gimbel's not to show the gowns in the most extravagant manner but to exhibit them in artistic surroundings to bring out their beauties in a delicate and appropriate way. When the Gimbel shows are planned, said Mr. Wendel, the buyers are all called together in conference, after which they leave for Europe with the understanding that information is to be sent to the home store as fast as it is obtained. This is done in order that the keynote of the show might be obtained as soon as possible. As soon as the general scheme of

the exposition has been determined upon carpenters, scenic artists and painters are put to work. In later fashion shows artists have not been used so much as formerly as natural foliage has been employed extensively. It is Mr. Wendel's belief that palms, flowers and in fact everything that is natural brings out the gowns to much better advantage than scenic painting could.

The matter of selecting models is an important one. There are always plenty of available models in New York, which is an advantage to a store holding a fashion show. It has been found at Gimbel's that the beautiful girls are not always the best models. Those having grace and snap sometimes show off a gown to better advantage. So far as spending money in fashion shows is concerned that is a matter for the house to determine. Gimbel's have excelled in the matter of style shows and have held several in which hundreds of thousands of people have attended.

As to the handling of the models, Mr. Wendel said that separate dressing rooms were made for the models. A room 7x7 inclosed in muslin was generally allowed for the maid and two models. In the misses department a smaller space could be used. After being dressed, the models pass along to another section where there is to be found millinery. There is another place for neckwear, another for parasols, and another for jewelry. When the models have been fully prepared, Mr. Wendel or one of his assistants were accustomed

McNabb, President of the Canadian Association of Display Men." Mr. McNabb acknowledged a salvo of applause and proceeded with an address which was one of the features of the convention. He spoke as follows:

MR. MCNABB'S ADDRESS

THE SHOW WINDOW AS A SALES PROMOTER

Mr. President, and Fellow Display Men—I could not do otherwise than state that I am indeed honored to speak before such a body of business builders, for that is the term I shall always apply to a good window artist.

My brief remarks will be along the lines of the show window as a sales promoter.

You men who dress the windows are the fellows who are supposed to keep the smoke coming out of the merchant's chimney. The volume of smoke emitted from the merchant's chimney during the past few weeks hasn't been large enough to darken the landscape to any great extent. Now that the holiday time is nearly over and the business revival season has begun, and when you return to your work crammed full of bright new ideas gathered at this convention, beware, because the merchant is liable to ask you to produce more smoke, and it's up to you fellows to kindle the fire.

You are in the window display business to make money



1st Prize, Class 19. R. E. Fuellerman, Milwaukee.

to inspect the outfit with the utmost care to see that everything was entirely correct, after which the girl is passed out on to the platform. The firm always furnished the shoes, stockings, clothes and all accessories for this exhibition in order that the garments might be protected. The stockings and shoes were always uniform as well as the rest of the outfit.

Mr. Wendel's address concluded the program for the afternoon and Mr. Hahn called attention again to Mr. Frankenthal's drapes which were still on the platform and open to the inspection of all who cared to examine them. After an announcement of a meeting of the Board of Directors and Executive Committee, and the transaction of other minor routine business, the convention adjourned until Tuesday, August 3rd, at 9:30 A. M.

TUESDAY MORNING SESSION

At the opening of the morning session a number of minor business affairs were taken care of, after which Mr. Potter said:

"It gives me a great deal of pleasure this morning to welcome on the platform and present to you the young man who a few years ago attended the convention and went back home and organized a big association of display men. For two years he has held the office as president and has worked hard and today has a splendid working club. He has not only been successful as president of his local club but as a business man. His experience has been a broad one and he has gained it by hard work and I am sure all of us this morning will appreciate what he has to tell us. I take great pleasure in introducing to you this morning Mr. J. N.

—so is the merchant in business to make money. Don't forget a good number of you fellows travel through the store sometimes as slow as though you were on a freight train, and a good many hanging on to the caboose at that. But when you return, bear in mind you will be traveling on an express train and there will be no stops for love making.

Window trimming is not a pastime, as many suppose. It is not the simple arrangement of fabrics and blending of colors by artistic hands without the guidance of intelligence; it is serious and plodding labor, with its share of obstacles and discouragements.

One must work and plan unceasingly for the possibilities within the scope of this interesting art will be attained only by vigorous, untiring and conscientious effort. The pervading spirit of a well appointed window should be expressed in elegant simplicity. Any brilliant display of the artistic detracts from rather than enhances the worth and beauty of the merchandise and thereby destroys the purpose.

Ruskin says: "It is far more difficult to be simple than to be complicated; far more difficult to sacrifice skill and cease exertion in the proper place, than to expend both indiscriminately. We shall find, in the course of our investigation that beauty and difficulty go together."

No experienced window trimmer will lose sight of the fact that the objects to be displayed must stand out dignified and attractively, and that the trimmings are merely the accessories to make them more alluring.

That a neat and well appointed window is the greatest

advertisement that a merchant can secure no one in this day of merchandising will dispute.

Window dressing is not so much of artistic ability or technical skill as it is of getting right down to brass tacks and displaying the merchandise in a way that will arrest the attention of the passerby.

As inevitably as fate itself a good window display will sell more of the goods displayed, and the cash receipts will show it. Some of the highest priced space in the world is in show windows, but they more than pay their cost in the increased number of sales made. Good window displays are not only good business builders, but the lack of them turns away our trade for the benefit of our wiser competitor.

Remember the store front makes the first impression—what will you have, "good" or "bad"? Store fronts, like men, are judged largely by their appearance—make yours the best appearing. A poor, neglected store front will do as much good as no front at all.

Buying centers are formed by attractive store windows. Take any city of moderate size and group in the same block three or four stores noted for their individual and interesting window displays, and you will find that there is a buying center. The public wants to be shown, and they will go any place where there is enough for them to see.

If in the neighborhood of your store there are not several other interesting windows, it is all the more neces-

the business day. The real value of good window display is measured by these two standard business units:

First—New customers made.

Second—Increased sales to old customers.

Now if anything more can be asked from a bit of space confined within the limits of a pane of plate glass, two walls and a background—name it.

No matter what kind of merchandise you are displaying always display a card describing the goods, and make this description as short and as snappy as possible, using plain lettering, so the passerby can see and read without stopping. Have the cards in your windows of uniform size and avoid brilliant colors, it shows poor taste and crude judgment and is a detriment to the merchandise displayed. Your show window cards should never carry an appearance of a circus poster.

Don't overcrowd your displays. If you are catering to a high class trade be careful that the window has a refined appearance, and on the other hand, if you wish to appeal to the cheaper trade, trim your windows accordingly, making the display a little more stocky but not crowded. No matter how good the merchandise a crowded window has the appearance of a junk pile.

At clearing sale time a trimmer is requested to make his displays sale like. But with a little care and discretion, junk pile appearance can be avoided. Boys, let me give you a little good advice that I happened to see some years ago in the M. R. & S. W. Don't kick and grumble



1st Prize, Class 23. E. F. Swank, Crawfordsville, Ind.

sary for you to provide one yourself. You will notice that gradually the quality of your neighbor's windows improves and thereby influences just so much more trade to come to your particular center.

To produce a successful window there must be an idea embodied therein, a point easy to grasp, an argument that will send the observer away thinking about the goods displayed, carrying in his mind some point in favor of the article being advertised. I venture the aim of every progressive advertiser is to so interest and train the public that it will automatically buy his goods; in other words, so educate the buying public until buying his wares becomes a fixed habit. This, gentlemen, is the scientific law of window advertising. Display is the salesman—it is showing the goods that sells them. The merchant today is advertising mad. He nibbles at every scheme. He is what is called easy money and throws away many a dollar that never comes back. To the young man starting in business with a small amount for advertising, after his store and stock are ready, the window is to be his first consideration, for it speaks by day and works overtime by night and is never silent.

The display window has become a partner in the business—a silent partner to be sure, but one whose silence is particularly golden. The power of the display window is measured by the cash in the register at the end of

at sale time if the boss refuses to allow you to trim the windows the way you want to. They're his windows and he is paying you a salary—paying you a salary for your services to do what he wants and not what you want. If you don't like to put in the kind of windows the boss wants, get another job, but be sure you get another job before you let the old one go. Jobs sometimes are hard to find.

When you are requested to put in a sale window take your orders as a matter of course and perform your duties with care. Carelessness in handling merchandise proves a worthless investment for a merchant, and reflects shameful credit on a fellow who likes to be called the "display manager."

Of course I need not mention the importance of having cleanliness prevail around the store front as well as inside the store. Be careful where you leave your dusters and your brooms. Many times I have passed a store front with a very creditable window display only to find the effect spoiled by a careless "I don't care" man leaving the broom peacefully resting in the corner. If you are selling brooms put a price ticket on the one you leave behind.

Merchants of a few years ago regarded their show windows principally as a source of illumination for the interior and little or no attention was paid to their value

as a selling factor. But today what a remarkable change! The show window is universally recognized as one of the most powerful agents for the production of business and the scientific use of the display window now is not only receiving the closest of attention by merchants, but by manufacturers who realize it as one of the greatest of all "sale promoters."

Thanks to the men of this association who have been responsible for elevating the show window to its present eminent position. In no branch of advertising or general merchandising have there been greater revolutions than in window dressing.

How many times people, particularly women, go down the main street with no definite idea of buying any particular article and their attention is attracted to something neatly displayed in the show window and a sale is made.

A regular schedule for your window is necessary. The busy mind of the passerby will not long find interest in what you keep before it day after day without change, because that mind is too intent on looking for new things each day. How would you like to receive every day for three weeks exactly the same kind of letter from a man who was trying to interest you in some proposition?

At the end of the three weeks you wouldn't pay much attention to that letter. Each window man must work out for himself the best schedule for changes of displays, and once worked out, the schedule must be held to rigidly. I would suggest that all window displays be changed at least twice a week. Of course special displays may be permitted to remain a little longer.

A merchant who has not a window that will admit of suitable display should change his location or change his window. Once get a woman to stop and view your displays and half the battle is won. There are no more

ably furnished office, while the poor unfortunate display man was confined to some dismal God forsaken place in the basement. That's not fair play. The window man of today must have a workshop where he can plan his displays, and if he is given a fair opportunity he will bring double the cash results than the advertising manager can bring to the store.

Now, gentlemen, I don't want to convey the impression that in my belief the advertising manager is of little or no importance—far be it from such—but rather I do want to bring out the fact that I consider the show windows constitute the strongest link in the advertising chain and that the window trimmer is one of the most important employees and the iron girder in the modern retail establishment. I think the time is not far distant when the ads will be looked upon as an index of the window displays of the advertiser.

Originality is soon recognized, appreciated and talked about. The window designer who gets away from the beaten path and strikes out into the wilderness of thought, blazing his own trails by creating new and original methods of display, will surely arrive at the station of success, while the merchant who is fortunate enough to have such a man is quickly transforming into the most successful merchant in his city, as well as the most popular one, which means dollars in his business.

The door of the temple of success is never left open—every one who enters makes his own door, which closes behind him to all others. The ship never comes in to the loafer on the dock. Keep the face of your store bright and new; put some expression into it and enable people to read in it a tale you are not ashamed to tell.

In the choice of window display material the speaker believes that while the fantastic and brilliant effects may



1st Prize, Class 11. B. H. Logan, Wichita, Kans.

industrious or successful salesmen than your show windows. When properly handled there is no need to punch them up to keep them busy, they work early and late, work while you sleep and are on the job long before you are down in the morning.

The advertising man and the window trimmer must work hand in hand or else the merchant will be a loser. Always realize that the show window is the strongest advertising medium and impress this fact upon the advertising manager; but don't let your argument come to blows.

Arrange with the advertising manager to advertise your window displays. The firm's advertisements will be doing their full duty if they get people to look at the window displays and if the window man is capable of making good attractive selling displays the merchant is sure of receiving paying results.

The people want to see what they are buying. The advertisement in the newspaper tells what we have to sell, and brings people to the store. The window displays the goods advertised. One seeks confidence of the buyer, the other compels it. The one speaks of fashions, the other produces them.

Partiality should not be shown by the merchant to either the ad man or the display man. I have seen many instances where the ad man had a nice private comfort-

have its place in attracting attention, for "pure" advertising value, simplicity of design is more effective. Moreover, he feels that simple and harmonious color schemes should be adhered to in preference to attempting rainbow effects in all sorts of colors.

Appropriate display fixtures are the most essential requisites of a well constructed window. Gold lacquered fixtures are usually preferred to oxidized or nickel ones, as gold appears warmer and looks well with all colors of merchandise.

The window trimmer who is striving to lift the standard of his vocation higher with each exercise of his skill must be willing to accept suggestions along with criticisms, from both he will profit substantially. He must be friendly with the buyers, glean their ideas and learn about the merchandise they handle.

He should study fashions so that he may be able to display the correct things to their very best advantage.

Boys, when you return to business after this very pleasant vacation, put life and salesmanship into your displays. Some people cannot read your printed announcements, but the goods themselves displayed in a neat, careful manner in the window speaks all languages.

Show windows are reliable business bringers, they are economical business bringers. Their merits will be appreciated by every person passing your store front.

Window dressing holds a great future for us and for the merchant as well, and while we are in the business let us try and elevate it to where it belongs. In future, gentlemen, let every display you install be a "sales promoter."

At the conclusion of Mr. McNabb's remarks, he was greeted with tremendous applause, to which he responded saying, "Gentlemen, I appreciate very much this warm vote of thanks which you have given me by your handclapping. I can only say that it is the hope of the Canadian Association of Display Men to be affiliated at this convention with the International Association and with the combination of the two I think that we will accomplish a great good during the coming year."

ADDRESS BY FRED PRATT

Following Mr. McNabb, President Potter presented Fred Pratt, of Joliet, Ill. Mr. Pratt spoke on "Efficiency, Organization and Co-operation," and divided his address into three headings. Mr. Pratt's address was a particularly good one, as he dealt with all of the many problems that every display man has to contend with. He analyzed the work of the display man, using his own experience as well as that of others, pointed out many ways in which a greater degree of efficiency can be obtained. Even the smallest detail was taken up and handled in an intelligently analytical way. Mr. Pratt's address will appear in a future issue of the official organ.

person following the profession of mercantile decorating; therefore be it

Resolved, That this association requests all trade journals, periodicals, fixture and equipment manufacturers to use the words, "Display Man," or "Men," instead of the words "Window Trimmer" in all articles, editorials and advertisements hereafter.

Number Two:

Whereas, Fictitious values and misstatements appearing on show cards and price tickets are harmful to legitimate business and

Whereas, Many States are passing Honest Advertising Laws and

Whereas, The Associated Advertising Clubs of the World are advocating Honest and Clean Advertising; therefore be it

Resolved, That this Association work in conjunction with the Associated Advertising Clubs of the World, and be it further

Resolved, That each and every member, in so far as possible, see that all show cards and price tickets used by their stores be absolutely truthful.

Number Three:

Whereas, The ramifications of the training course in the Art of Mercantile Decorating are almost innumerable and

Whereas, This Association does not believe that such



1st Prize, Class 33. Carl F. Meier, Davenport, Ia.

CONSTITUTION AND BY-LAWS

The president then called for a report of the Committee on By-Laws. B. J. Millward of St. Paul, Minn., responded as follows: "Mr. President and Members: The Association at last is to be congratulated upon having a Constitution and By-Laws which really amount to something and under which the International Association and local clubs can work and I move, gentlemen, that, with one or two minor amendments, which you will find on the official program, the Constitution and By-Laws, as now drafted, be the official Constitution and By-Laws for the Association." The minor amendments referred to by Mr. Millward had been published in the official program under the heading of "Three Constructive Resolutions." They are as follows:

Submitted by B. J. Millward and approved by the following members of the Executive Committee:

E. DUDLEY PIERCE, Chairman.
FRED S. PRATT,
E. J. BERG,
J. H. DEWITT,
H. B. MARTIN.

Number One:

Whereas, The words "Window Trimmer" applied to the display man do not convey the proper meaning and

Whereas, The said title does not cover the duties of a

teaching can be successfully done by mail, therefore be it

Resolved, That this Association go on record as opposed to the Advertising of Window Trimming Taught by Mail and, furthermore be it

Resolved, That this Association discourage any person from taking such a course by mail.

The photograph of the convention was then taken. Unfortunately it was impossible to assemble all of the crowd at the time the picture was made and many were omitted. A recess was then taken until 2 o'clock.

TUESDAY AFTERNOON SESSION

The afternoon session was opened promptly and the regular program was slightly altered owing to the delay in securing the equipment of some of those who were to give demonstrations. The first speaker in the afternoon was E. D. Pierce, Display Manager for Sibley, Lindsay & Curr Co., Rochester, N. Y. His subject was "Your First Curtain Call." Mr. Pierce's address was one of great importance. It had been carefully thought out and was based upon practical experience in a department store. Possibly there is no window dresser who has been able to reduce his work and the handling of all his business to a more careful system than Mr. Pierce. How he has accomplished this was told in his address, a general outline of which follows:

Koester School News

No. 100

215 S. MARKET ST., CHICAGO

NO CHARGE

SCHOOL DOINGS

Mr. Claude I. P. Dixon, of Palmerston, New Zealand, recently enrolled for a four weeks' course in window trimming and show card writing. After finishing these courses, Mr. Dixon will return to New Zealand, thoroughly enthused with American window trimming methods. He will have traveled 16,000 miles by the time he reaches home, which indicates a very laudable effort on his part to increase his efficiency in publicity methods.

Mr. Dixon is the tenth young man from New Zealand and Australia to attend the Koester School in the last five years. Our brothers across the pond are to be congratulated for their ambition and enterprise.

Mr. L. G. Moore, of Corpus Christi, Texas, is with us again. Mr. Moore is a graduate of the Koester School in window trimming and card writing, having taken these subjects about three years ago. He returns now for the Advertising Course, and the new course in Scenic Painting.

Mr. Moore tells us that he fully realizes that the next logical step in advance of window trimming is advertising and that he intends to reach the top of his profession.

Mr. W. R. Frew, of Corry, Pa., advises us that since taking the Koester Courses the first of the present year he has been given a profit-sharing interest in the business by his employers, besides a substantial increase in salary.

Mr. Frew is one of those enterprising young men who know how to do the thing that increases his bank account.

Opportunities were never more numerous than they are at the present time.

A letter from Mr. Ross H. Jump, of Pittsburgh, Pa., landed on our desk the other day. We were pleased to learn that Mr. Jump is making splendid progress in his first position in his new profession. Mr. Jump came to the Koester School the first of the present year without previous mercantile experience, and after an eight weeks' course captured an enviable position with one of Pittsburgh's leading retail stores.



WINS FIRST PRIZE IN NATIONAL CONTEST FOR BEST DISPLAY



Mr. Louis B. Goodyear

Best Exhibit of Nationally Advertised Goods Put in By Louis B. Goodyear, a Koester Graduate.

Mr. Louis B. Goodyear, with Toelster-Dolling, of Battle Creek, Mich., won the first prize for best window displays in the United States put in during Nationally Advertised Goods Week. This contest was conducted by Good Housekeeping Magazine, and has been one of the most important display contests ever conducted.

Not content with this honor, Mr. Goodyear also carried away the first prize of \$50 offered by the Dry Goods Economist for best white goods display.

Mr. Goodyear has worked for Paul Davis Dry Goods Co., Waterloo, Iowa; The Marston Co., of San Diego, Cal.; and Carson, Pirie, Scott & Co., Chicago, since he graduated from the Koester School several years ago.

THE ART INSTITUTE

Koester Students Can Now Study Art in Evening Classes.



Those students in attendance at the Koester School that desire to make a study of such branches of art as designing, ornament, perspective, composition, color, drawing, painting, etc., can spend three nights each week at the Art Institute of Chicago.

Classes convene every Monday, Wednesday and Friday, 7 to 9:30 P. M.

Cost—One term of 12 weeks, \$9.00, registration \$2.00. This gives you all the privileges of the library, lectures, exhibitions and galleries free.

FOUR CATALOGUES AND MANY CIRCULARS

These booklets should be in the hands of every clerk and merchant—they outline the way to the greatest possible success for you in your future work. They show the work of many of the thousands of successful Koester men. They show you how you can study at home and pay in easy monthly payments, or how you can attend the school and devote all your time to study under close personal supervision of the best instructors in the world. Write for them to The Koester School, 215 South Market street, Chicago.

CHICAGO WINDOWS

Finest in the World.

Window trimmers from almost every country in the world have told us that State street windows are much the finest windows that they have ever seen.

Business men who have traveled around the world—and not Americans at that—tell us the same thing.

Do you, Display Men, who live a short distance from Chicago, realize the great advantage you have here at your very door, of being able to see and study these wonderful examples of display?

Do you realize that hundreds of young men travel to Chicago from every point of the globe to study window display at the Koester School, the foremost and practically the only school in the world teaching every branch of this work?

Do you realize that a few weeks spent in Chicago at the Koester School and in the Chicago stores will pay you big dividends in increased earning power?

PUTS IN EXHIBITS AT PANAMA FAIR

Irving Schwartz, a Koester Student, Puts in Foreign Exhibits.



For nearly a year there has been a young man industriously working away at the placing of exhibits for large American manufacturers and for foreign governments at the Panama Fair at San Francisco. This man's name is Irving Schwartz, and his window trimming training and experience made it possible for him to undertake and carry out this important work.

Mr. Schwartz, after graduating from the Koester School, accepted a position with the Block & Kuhl store, of Peoria, Ill., and left there to take charge of his present successful work at the Exposition at San Francisco.

MERCHANTS' SONS

Mr. Merchant, what are you going to do with your son?

Are you going to give him the advantage of a business and mercantile training, or are you going to just let him work out his own salvation, the way you did?

If you decide that your boy shall have the advantages that are now open to him, we suggest you call at The Koester School when you are in the market and interview the instructors, talk to the students and see the really wonderful work they are doing in the finest and most complete school in the world teaching all important branches of mercantile.

The Special Business Course for Merchants' sons includes a thorough study of retail advertising, salesmanship, store accounting, window display and card writing.

If only certain studies are desired, they can be arranged for.

We find many sons of merchants are wasting valuable time in college simply because they do not know that it is possible for them to obtain this highly specialized mercantile training that will fit them quickly for efficient work in the store.

Mr. R. W. McKnight, a graduate of the class of 1905, and one of the first students to enter the Koester School, writes us that he has a business of his own in Victoria, B. C., trimming the windows of a number of stores, conducting a sign writing shop and selling fixtures and decorations.

If you are considering seriously the matter of bettering your condition and increasing your salary, it is certainly important that you be prepared for a more important position when the demand comes.

The successful man takes advantage of every opportunity to improve his knowledge.

Over 5,000 successful graduates occupying well-paying positions in this and other countries stamp the Koester School as genuine.

WANTED

WANTED—Names of young men who are ambitious to succeed in the retail field. We can help you. Write for full information to The Koester School, 215 S. Market street, Chicago.

WANTED—We want to send to every card writer in America our large and complete card writers' supply catalogue and a new supplement. Write for it today to The Koester School, 215 S. Market street, Chicago.

WANTED—Young men who are looking for positions as window display men, advertising men and card writers. It will be necessary for you to study at the school, but when you are through you can qualify for the best of positions. Write for them to The Koester School, 215 S. Market street, Chicago.

WANTED—By highest type of capable young men, positions as window trimmers, card writers and advertising men. Merchants needing this help call at his present time to the Koester School, 215 S. Market street, Chicago.

YOUR FIRST CURTAIN CALL

Gentlemen, it gives me great pleasure to have the privilege to address a body of men with the material that it takes to make a display manager of today.

You men stand to me today as a large body of students, and as a body of professors, as educational disseminators. You are students of the art that helps to make the merchandising of today. You are principally students through observation, and observation is one of the greatest forms of education (as observed by travel).

When I say you are educators, I mean that through your windows you are educating the public to the better forms of taste in furnishing their home and in their personal appearance, namely, dress.

If you are not doing this, you are not on the right road. Because you must create (through your windows) that desire to possess that which the public sees and thereby bring about the sales, and that is what you are being paid for.

You must be a student of the public, because, as we all know, public opinion is the expression of the public as a whole. It is a court without a calendar, merciless in its decision, and beyond which there is no appeal. Therefore, you must have knowledge of the merchandise you are handling, as knowledge to me is essential to mastery. Knowledge of one's self, one's capacities, abilities, inclinations, faults. To acquire this knowledge requires study. This means mapping out of a very definite purpose in life.

When I was a mere boy in my father's store I (from some reason or other) saw the possibility of well-trimmed windows, and picked the trade (as then called) for my

But (as in so many cases that I know) the first curtain call has spoiled so many. Possibly not the first, but the next few. Do not try to rest on past laurels, but, as the great actor keeps playing for more curtain calls and rises higher and higher in his profession, so let us do the same.

Now, then, so much for theory. We will come down to the practical things in our work.

1A—First to me is system.

- a—System in office.
- b—System in handling windows.
- c—System in handling ideas (magazine).
- d—System in handling fixtures.
- e—System in handling buyers.

2A—Second, knowledge of the merchandise you are handling.

- a—Colors.
- b—Arrangement of foliage.
- c—Styles—form draping.
- d—Timely display (fish window, Halloween, picnic).
- e—Periods—furniture, drapery, pictures, etc. Reference books.

3—FIXTURES, "MY HOBBY."

WHO are most of the fixtures at the present time bought by?

ANS.: Superintendent, buyers, and any old body who goes into the market is authorized to buy fixtures.

WHY? (As looked at by the firm.)

BECAUSE—The display man has not woken up to the possibility of buying fixtures and has given it only a second thought.



1st Prize, Class 30. Morten Hoffstadt, Akron, O.

life work, and life work it will be, namely, as I now see it. Because I love the work, and if I have to do all over, would do as I am today, with this one idea in mind (and this I had when I first started), to be one of the leaders of my profession.

Gentlemen, you do not have to be in New York or Chicago to be a leader. They are only two small specks on the globe.

If you do not feel about your chosen profession as I do, you might just as well get out, because you are a failure before you start. Remember this, that "INDECISION MEANS FAILURE, RESOLUTION MEANS SUCCESS." Therefore, it is up to you to resolve what you want to be, and BE IT. But in order to be a successful display manager, you must be a man of ideas with the power of concentration.

First the idea, then concentration, then the ability to convince the firm that your idea is right. Then carry it into execution. Do not do things you are in doubt about, if you wish the firm to respect your opinion. Then, as you see your idea or ideas completed, and it meets with the firm's approval, and if they pat you on the back and tell you so, let this be your "first curtain call," and as the great actor who plays to the public, so you as an unseen actor play to the public and continue to do so until you rise above those that surround you, and come up to YOUR idea of what you wish to be.

BECAUSE—If he does not wake up himself, he cannot expect to wake his employer up to the fact that he is competent to buy fixtures.

BECAUSE—He does not (at the present time) take care of the fixtures the superintendent has bought for him to use in the windows.

BECAUSE—Up until a few years ago the display man was not recognized as an important factor in modern merchandising.

BECAUSE—He has not had the business training that leads up to good business judgment, and it requires this to handle an end that involves thousands of dollars.

BECAUSE—As a whole he has been a shiftless sort of a fellow and has lacked stick-to-itiveness.

BECAUSE—He does not take an interest in fixtures outside of his own department.

BECAUSE—The firm usually knows the artistic inclinations of a display man, which usually means extravagance.

WHY THE DISPLAY MAN SHOULD BUY FIXTURES. (As viewed by an up-to-the-minute display man.)

BECAUSE it is economical.

A—He can save the firm 7 to 33 per cent over the superintendent, or head of department, buying.

B—By locating departments fixtures until he goes into the market and buys in bulk instead of one or two fixtures at a time, getting 7 to 10 per cent discount, and

The Clerk Problem Solved !!

The Dry Goods Economist Graphic Instructor

is the product of wide awake Merchants' Ideas crystallized by our many Retail Specialists.

This Service plan is bringing daily inquiries from live merchants.

By this new method of instruction salespeople are taught the vital fundamentals of good salesmanship, not a lot of red tape and inspiration, but definite facts, solid "worth while things" which mean everything to the growth of any business.

The low price of this service will be forgotten very quickly when you feel the growing enthusiasm and recognize the improved service that will come as a result of its use.

Many of your clerks are live ones—give them a chance.

A new and practical method for training employees of Retail Stores.

Since January first of this year more than sixty merchants have sent their sons to our school for practical instruction in modern retail methods.

Scores of merchants who could not spare the services of certain employees in this manner, have subscribed for our courses in retail Salesmanship by correspondence.

Our Sales Management Instructors are men with years of retail experience. They have made a mark in the retail game, and they can improve your service, which is the surest way of increasing your profits. Write us today.

TELL US ALL ABOUT THE "GRAPHIC INSTRUCTOR"
DRY GOODS ECONOMIST TRAINING SCHOOL,
 239 West 38th Street, New York.
 Firm..... City..... State.....

also save dribbling express charges (33 per cent explains form transaction. \$6 for \$9 forms. 28 purchased, saving \$84).

C—Teaching department heads how to care for fixtures.

D—By visiting departments at least once a month and seeing that fixtures that have been broken are set in repair, instead of being discarded and shoved under the counter and finally thrown out.

E—By becoming a student of economics by having the orders O. K'd by one member of the firm only.
IT IS PRACTICAL.

A—Because he is practical and knows more about fixtures than anyone employed in the store.

B—Because through constant use of fixtures and merchandise he knows the particular kind of fixtures each department needs to display its particular kind of merchandise.

C—Because of his coming into constant contact with the manufacturer himself and knowing the composition and process of manufacturers' products.

D—Because he knows which manufacturer has the best stand for his particular use.

E—Knowing the different finishes. Example: Superintendent and buyers buy all kinds of finishes.

F—Knowing how an order should be placed and

opportunities to the display man who understands how to handle them. Mr. Witsil knows all there is to know about showing books as they should be shown. He addressed the convention on the subject of display as a factor in selling books and proceeded to explain a great many important features of book display that are not generally understood. He told about the picture window, the story window and the regular merchandise display and how the best results can be had with all of these. His address was warmly received.

MEN'S WEAR DEMONSTRATION

President Potter then introduced Walter F. Wiener, Display Manager for Brill Bros. Mr. Wiener is one of the cleverest handlers of men's wear in New York. He is an original artist in the matter of units and general clothing arrangements. His subject was "New and Practical Stunts in Men's Wear Units." Mr. Wiener said that there are a great many ways of handling men's wear and that no one of these ways in particular may be called the right way. If a display is attractive and correct as far as the color is concerned and produces results from the general standpoint that display is correct. According to Mr. Wiener one of the most important factors in correct display is the selection of merchandise. Color is highly essential. There is nothing that will hurt a display so quickly as the wrong color combination. Mr. Wiener continued:

"No matter how well a display may be arranged as far



1st Prize, Class 35.
R. J. Rogers, Middletown, N. Y.



1st Prize, Class 36.
Oscar Ryan, Huntington, W. Va.



1st Prize, Class 29.
Clarence E. Duff, Marietta, O.

knowing that a full description in regard to finish, tubing, etc., is necessary.

ORDERS.

Explain how to make out an order.

A—Page, number, name, quantity, price, finish, square or round tubing, when to ship, how to mark cases, how to mark bill. Copy full description as is in catalogue. Read order back for comparison. (Explain large and small orders.)

In conclusion let me say as my last words to you that I believe it is up to you men to know SOMETHING ABOUT EVERYTHING about the store, BUT EVERYTHING ABOUT SOMETHING, and that something DISPLAY MANAGING.

Mr. Pierce's address received the appreciation it deserved and at this point President Potter relinquished the chair to First Vice-President Arthur W. Lindblom. Mr. Lindblom introduced J. M. W. Yost as follows: "In the absence of Mr. Potter, I take great pleasure in introducing Mr. J. M. W. Yost, who is the display manager for the Penn Traffic Co., of Johnstown, Pa. Mr. Yost is the secretary of the Johnstown local and also was largely instrumental in organizing this local. He will give a talk on the subject of 'Lines,' which will be illustrated. The illustrations in connection with his address are all original with Mr. Yost and therefore have a special value which will be appreciated by all here. Mr. Yost then proceeded to make one of the most interesting and instructive addresses heard at the convention. He went into a detailed explanation of the effect of lines in the show window and treated the show window composition in a masterly style. What he had to say will prove a revelation to many of the display men who have not appreciated the importance of lines in their windows. Owing to the fact that this address requires illustrations to make it entirely understandable, it will not appear at this time. It is hoped that later the address will appear in full accompanied by its proper illustrations.

JOHN T. WITSIL

President Potter here resumed the chair and introduced John T. Witsil of Brantana's Fifth Avenue Book Store. Before announcing a line of merchandise that offer great op-

as the layout is concerned or how artistic you drape the merchandise, it is all wrong if the color scheme is incorrect. In showing men's wear, make each and every article stand out. If a garment has any special feature such as a silk lining or a fancy back, show that particular feature in as distinct a manner as possible but in doing this do not lose sight of the other parts of the garment. Give them all fair play and show them in their true and natural form. If you want to give the side view of a coat, do not hang it on a fixture in such a manner as to convey the impression that your success is a builder of scare-crows. Take the coat and arrange it where you want it, adjust your stand to the proper height for draping the garment, then stick to the garment until you make it look tempting. Fill it out at the shoulders and drape the skirt carefully. Bring out the form of the sleeve here and there until you get it right. It may take time but that is what you are getting paid for, and if you do your work well, you will be paid for the time it takes to do it. Hide the top of the fixture with a pair of gloves or a tie or both, with a cane for a final smart touch." Mr. Wiener said that he had generally used size 34 forms as in his opinion the small forms have more character and make a smarter display. "Correct forms are absolutely essential to correct display." Mr. Wiener then proceeded to demonstrate his methods. He assembled two excellent arrangements that received much applause.

After a few announcements concerning committee meetings and other minor business matters, the meeting was adjourned until the following morning.

WEDNESDAY MORNING SESSION

The convention was called to order at 9:30 A. M. and President Potter announced a pleasant surprise in Acting Mayor, Mr. McAneny, President of the board of Aldermen, New York City, who was then on his way to address the convention.

Following this announcement the Judges of Awards read their reports, which were published in full as follows:

PRIZE WINNERS

CLASS 1. For photograph of best holiday window display, any line of merchandise. First prize, T. G. Duey, Wurzberg



Show Forms

This is a photograph of our booth at the New York Convention. Here are shown just a few models of the show forms that

are designed and manufactured by "Kindlimann" that are world known for their effectiveness in correct display of merchandise—used by the big display men because they impart distinction and refinement.

SEND FOR OUR NEW LOOSE-LEAF BOOKLET

THE J. KINDLIMANN FORM CO. 419-421 Broome Street
NEW YORK



This Will Interest You!

The Latest Foliage **GNATT'S AMERICAN OAK SPRAYS**

(NATURAL—PREPARED)

For High-class Decorating

Gnatt's Preserved American Oak Sprays are the most beautiful material for decorative purposes—in the Show Window, Store, Church, Hall and in the Home. Unsurpassed as a foliage for wreaths, Garlands, etc. **AMERICAN OAK SPRAYS** are prepared from carefully selected Oak Branches and are **Fireproof, Sanitary and Everlasting.** Made in Light Autumn Red, Dark Red, Leather Brown and Green.

ASK YOUR JOBBER FOR GNATT'S OAK SPRAYS OR WRITE TO US DIRECT
Sprays 30" and longer, \$10.00 per 100

OVE GNATT CO., Hammond, Ind.

D. G. Co., Grand Rapids, Mich.; second prize, Leo Van Coutren, Halliburton D. G. Co., Brookfield, Mo.

CLASS 2. For photograph of best window display of women's ready-to-wear, such as cloaks, suits, dresses or evening wraps. First prize, Robert Fuellerman, Chapman's Milwaukee, Wis.; second prize, Bert Cultus, Block Brothers, St. Joseph, Mo.

CLASS 3. For photograph of best window display of women's furnishings, such as neckwear, gloves, furs, belts, handbags and handkerchiefs. First prize, T. G. Duff, Wurzburg D. G. Co., Grand Rapids, Mich.; second prize, E. F. Swank, Louis Bischof, Crawfordsville, Ind.

CLASS 4. For photograph of best window display of millinery. First prize, H. B. Martin, Duff-Powers Co., Rochester, N. Y.; second prize, J. M. W. Yost, Penn Traffic Co., Johnstown, Pa.

CLASS 5. For photograph of best window display of toys. First prize, E. D. Pierce, Sibley, Lindsay & Curr Co., Rochester, N. Y.; second prize, Clarence E. Duff, J. Katzenstein & Co., Marietta, O.

CLASS 6. For photograph of best window display of piece goods (silks, wash goods or dress goods). First prize, E. F. Swank, Louis Bischof, Crawfordsville, Ind.; second prize, H. R. Claudius, Auburn, N. Y.

CLASS 7. For photograph of best window display of linens (staple or fancy). First prize, P. H. Dietrich, Lancaster, Pa.; second prize, J. M. W. Yost, Penn Traffic Co., Johnstown, Pa.

CLASS 8. For photograph of best window display of infants' wear. First prize, H. B. Martin, Duff-Powers Co., Rochester, N. Y.; second prize, Leo Van Coutren, Halliburton D. G. Co., Brookfield, Mo.

CLASS 9. For photograph of best window display of notions. First prize, W. J. Wright, Niagara D. G. Co., Niagara Falls, N. Y.; second prize, Charles H. Bailey, Troy, N. Y.

CLASS 10. For photograph of best window display of men's or boys' clothing. First prize, J. M. W. Yost, Johnstown, Pa.; second prize, T. G. Duff, Grand Rapids, Mich.

CLASS 11. For photograph of best window display of men's or boys' hats. First prize, B. H. Logan, The Holmes Co., Wichita, Kans.; second prize, C. W. Ahlroth, The Union, Columbus, O.

CLASS 12. For photograph of best window display of men's furnishing goods, such as shirts, ties, gloves or combination of same. First prize, Sam C. Friedman, L. Black & Son, Birmingham, Ala.; second prize, H. L. Bridges Clothing Co., Seymour, Ind.

CLASS 13. For photograph of men's or women's knit underwear or hosiery, or both. First prize, J. M. W. Yost, Johnstown, Pa.; second prize, Sam C. Friedman, Birmingham, Ala.

CLASS 14. For photograph of best window display of shoes. First prize, J. M. W. Yost, Johnstown, Pa.; second prize, Sam C. Friedman, Birmingham, Ala.

CLASS 15. For photograph of best window display of drugs, patent medicines or druggists' sundries. First prize, H. B. Martin, Rochester, N. Y.; second prize, Robert Fuellerman, Chapman's, Milwaukee, Wis.

CLASS 16. For photograph of best window display of furniture. First prize, H. B. Martin, Rochester, N. Y.; second prize, Harvey Hoile, Loveman, Joseph & Loeb, Birmingham, Ala.

CLASS 17. For photograph of best window display of hardware. First prize, J. L. Haines, Lancaster, Pa.; second prize, J. M. W. Yost, Johnstown, Pa.

CLASS 18. For photograph of best window display of jewelry. First prize, Bert Cultus, Block Bros., St. Joseph, Mo.; second prize, no entry.

CLASS 19. For photograph of best window display of books, stationery or sheet music. First prize, Robert Fuellerman, Milwaukee, Wis.; second prize, J. M. W. Yost, Johnstown, Pa.

CLASS 20. For photograph of best window display of ribbons. First prize, O. F. Ballou, C. H. Almond D. G. Co., Lynchburg, Va.; second prize, no entry.

CLASS 21. For photograph of best window display of lingerie or muslin wear. First prize, E. F. Swank, Crawfordsville, Ind.; second prize, Irving Ruthberg, Charleston, S. C.

CLASS 22. For photograph of best window display of corsets. First prize, H. B. Martin, Rochester, N. Y.; second prize, Leo Van Coutren, Brookfield, Mo.

CLASS 23. For photograph of best display of piece goods used in window or interior. First prize, E. F. Swank, Crawfordsville, Ind.; second prize, J. M. W. Yost, Johnstown, Pa.

CLASS 24. For photograph of most attractive effect produced with artificial flowers or foliage in the show window.

First prize, W. K. Best, Turner-Ebinger Co., Marietta, O.; second prize, Clarence E. Duff, J. Katzenstein & Co., Marietta, O.

CLASS 25. For photograph of best exterior decoration of store or public building. First prize, John E. Rhoads, Johnstown, Pa.; second prize, T. G. Duff, Grand Rapids, Mich.

CLASS 26. For photograph of best interior decoration of store, booth or public building. First prize, J. M. W. Yost, Johnstown, Pa.; second prize, H. B. Martin, Rochester, N. Y.

CLASS 27. For photograph of best decorated float on a wagon or an automobile. First prize, Charles E. Ely, Model Clothing Co., Jackson, Mich.; second prize, Sam Friedman, Birmingham, Ala.

CLASS 28. For best photograph or pen and ink sketch of a post trim, ledge or table display. First prize, J. M. W. Yost, Johnstown, Pa.; second prize, Clarence E. Duff, Marietta, O.

CLASS 29. For best pen and ink drawing offering suggestions for effective and practical background for special event. First prize, Clarence E. Duff, Marietta, O.; second prize, T. J. Duff, Grand Rapids, Mich.

CLASS 30. For best background setting worked out in water color. First prize, Morton Hoffstadt, Federman's, Akron, O.; second prize, T. G. Duff, Grand Rapids, Mich.

CLASS 31. For best suggestion worked out in water color or pen and ink sketch for a float. First prize, E. F. Swank, Crawfordsville, Ind.; second prize, Morton Hoffstadt, Akron, Ohio.

FIRST PRIZE for each of the above classes:

A silver medal and 10 POINTS on grand prize.

SECOND PRIZE for each of the above classes:

A bronze medal and 5 POINTS on grand prize.

CLASS 32. For photograph of the best collection of 10 window displays, not more than three windows of the same line of merchandise to be entered in this class. All photographs must be mounted on a 11x14 cardboard and tied together suitably to hang up, allowing about a half-inch between each card. First prize, Carl F. Ahlroth, Union Clothing Co., Columbus, O.; second prize, O. F. Ballou, C. H. Almond D. G. Co., Lynchburg, Va.; third prize, Robert Fuellerman, Chapman's, Milwaukee, Wis.

FIRST PRIZE for each of the above classes:

A gold medal and 25 POINTS on grand prize.

SECOND PRIZE for each of the above classes:

A silver medal and 10 POINTS on grand prize.

THIRD PRIZE for each of the above classes:

A bronze medal and 5 POINTS on grand prize.

SHOW CARD CLASSES

CLASS 33. For the best pen-lettered cards, none to exceed half-sheet size. Any color, any style and kind of pen may be used. All borders, decorations, etc., to be made with a pen. First prize, Carl F. Meier, Simon & Landauer, Davenport, Ia.; second prize, George H. Jentzen, Jersey City, N. J.

CLASS 34. For the best five brush-lettered cards. None to exceed half-sheet size. Any color, any size or material may be used. All lettering and decorations to be done with a hair brush. First prize, George J. Skinner, Middletown, N. Y.; second prize, Carl F. Meier, Davenport, Ia.

CLASS 35. For the best five air brush designs suitable for show cards or price tickets. Any size or shape. (Cards preferred without lettering, as lettering will not be considered). First prize, R. J. Rogers, Middletown, N. Y.; second prize, Clark M. Elsie.

FIRST PRIZE in the above three classes to be a

silver medal and 10 points on the grand prize.

SECOND PRIZE in the above three classes to

be a bronze medal and 5 points on the grand prize.

CLASS 36. For the best collection of ten show cards. Any size and any shape, color, material, style or combination of lettering may be used. First prize, Oscar Ryan, Huntington, W. Va.; second prize, Carl Meier, Davenport, Ia.; third prize, H. B. Martin, Rochester, N. Y.

FIRST PRIZE: A gold medal and 20 points on the grand prize.

SECOND PRIZE: A silver medal and 10 points on the grand prize.

THIRD PRIZE: A bronze medal and 5 points on the grand prize.

Owing to a slight misunderstanding in the number of photographs to be entered in Class 32, it was deemed advisable to allow entries of six, but only to allow 15 points for first, 8 points for second, and 4 points for third on the grand prize for said entries of six.

THE GRAND PRIZE for the greatest number of points won was awarded to J. M. W. Yost, Penn Traffic Co., Johnstown, Pa.

THE ASSOCIATION GRAND PRIZE, given for the greatest number of points won by any local of the I. A. D. M.,

A Message From The President



Author of merchants window trimming service and "Successful Retail Advertising." Fourteen years practical experience in display management. Five years retail experience as buyer, sales-manager and general advertising counsel for department stores.

President

*President of International Association of Display Men, 1908.
Advertising Dept. John V. Farwell Co., Chicago, 1909:1910.
Business Manager and Instructor Koester School, 1911:1915.*

Supplementary to the remarks of the chief executive of the nation who in a recent message to business men said, "Nobody is henceforth going to be big or to suspect of any business because it is big." This message may well be applied to the business of Retail Advertising and Display Management. It is big business, not to be afraid of, because we now can master it with the spirit of "Make Good" and the help of new methods for learning and practicing the arts in a school recently founded in Chicago.

**Chicago Window Trimming, Show-Card Writing
Retail Advertising Methods Have Won the Ad-
miration of the World**

State Street, Chicago, has an international reputation for best displays of retail merchandise in show windows. The show-cards and advertising are coupled to this, to work together as a team forming a concrete selling force. The men, responsible for this, thus have built for themselves a world-wide reputation for being foremost authorities in matters pertaining to retail merchandise advertising and display, so that retailers everywhere look to them for advice on retail selling ideas and seek the counsel of these men. In doing this, merchants who want to afford the best, are only displaying a human trait.

**Merchants Prefer Display Managers With
State Street, Chicago, Experience.**

During four and one-half years in office as manager and instructor of a commercial training school, I had the privilege to meet and consult with many retail merchants in reference to providing their stores with competent window dressers, show-card writers, and retail advertisers. Invariably, this question was asked: "Do your students have an opportunity to practice windowtrimming and show-card writing in State street stores?" Our positions demand, and we prefer, men who have trained under the big men in the big stores of Chicago. We can afford to pay good salaries for these qualifications.

Prospective Students for the Profession of Mercantile Display Have Said They Wanted the Same Experience to Pay a Better Salary.

Many men who intended to take up window trimming and show-card writing as a profession wrote to ask this question, "Will I have an opportunity to train under Mr. Fraser of Marshall Field & Co., and have Mr. Hess of Mandel Brothers teach me how to make show-cards? If I can be assured of this experience, I will not hesitate a moment in signing an enrollment, for I believe I can satisfy any merchant with this State street, Chicago, display managers experience, to get the highest salary

for my services. Here is a wealth of evidence that shows retail merchants and prospective display managers everywhere that the Chicago Store for the best knowledge here is, of window trimming, advertising and show-card writing. Repeated calls for these qualifications during a long tenure prompted the management of the Chicago Store to create the **Display Managers School**, to teach window trimming, show-card writing and retail advertising according to the best methods used in the big stores on State street, and to give, and to give to the most men in the display management of the big stores on this street.

The expense to this knowledge requirement is small, as compared with the reward in salaries paid to those who know how to manage display "Chicago Display Managers

Write to me personally for the details.

Sincerely yours,

H. J. Rutherford

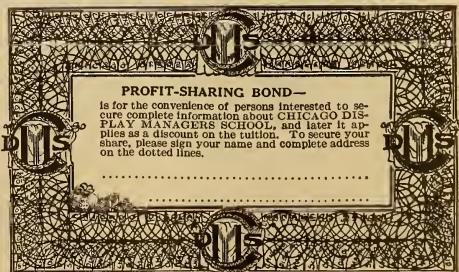
CHICAGO DISPLAY MANAGERS SCHOOL

Classes Are Forming Now

The personal attention of the instructors to each individual means easy learning, also it limits the number in each class that can be accommodated conveniently, therefore make reservations for early classes at once.

Send in the thoroft sharing bond as your request for more information about tuition rates, length of term for individual studies, living arrangements, expense account, salaries paid for this pleasant work, position wanted and our help in securing, and the best time to start to complete the work at a time when best positions are open. Signing and addressing the bond and mailing to THE PRESIDENT OF CHICAGO DISPLAY MANAGERS SCHOOL, 306 Jackson Blvd. This will bring complete information to you.

Consider Your Best Interests and Do It Now



PROFIT-SHARING BOND—

is for the convenience of persons interested to secure complete information about CHICAGO DISPLAY MANAGERS SCHOOL, and later it applies as a discount on the tuition. To secure your share, please sign your name and complete address on the dotted lines.

was awarded to the local of Johnstown, Pa. the Flower City Local of Rochester, N. Y., which won the local prize at the Chicago convention last year, was a close second.

The announcement of the Judges of Awards was heard with considerable interest as a large number of those present had submitted photographs in the various contests. Mr. J. M. W. Yost, of Johnstown, Pa., was the recipient of the grand sweepstakes prize, having won the largest number of points. It was also through the excellence of Mr. Yost's



First Prize, Class 25, John E. Rhoads, Johnstown, Pa.

work that Johnstown was awarded the Association Cup, which has to be won three years in succession in order to become the property of the local that is fortunate enough to secure it.

ACTING MAYOR McANENY SPEAKS

Acting Mayor McAneny was presented by D. D. Bugg. Mr. McAneny made a highly interesting address. He spoke of various affairs of interest to the display man and explained how the windows in many of the great stores of New York had been changed some years ago to widen the sidewalk and thereby increase the carrying capacity of the various thoroughfares effected. Mr. McAneny stated that when it was proposed to cut off the fronts of some of the stores that extended over the building line, there was a great protest from all of those concerned. He spoke of a number of instances where there had been strong opposition to the proposed measure. However, after the changes had been made the added attractiveness of the street brought greater crowds than before and the merchants later were very glad indeed that the change had been made. The speaker concluded his address by a warm invitation for the Association to hold future conventions in New York and assured those present that Father Knickerbocker would be quite as attentive in the future to their welfare as he had been at the present convention. President Potter then announced the selection of Carl W. Ahlroth, T. G. Duey and J. L. Haines as tellers in the election of officers, which was to follow immediately. While the tellers were distributing the ballots, President Potter introduced L. A. Rogers of Dallas, Texas. Mr. Rogers is a veteran display man and has combined his window work with that of advertising and expert salesmanship. He has a remarkably good grasp upon the triple combination of display, advertising and selling. His address was listened to with the utmost interest and when he had concluded he was applauded to the echo. His address follows:

ADDRESS BY L. A. ROGERS

"THE EYES OF THE STORE"

Close on to 2,000 miles is a goodly distance to travel for a few days' visit, but its importance dwindles to nothing when compared to the pleasure of once again greeting my fellow associates and the opportunity afforded to absorb knowledge for four days that would be hard to acquire outside of this convention in four years.

A message from our most efficient chairman of the Pro-

gram Committee, inviting me to address you, acted the same as a command, and in my humble endeavors to further the interests of the display man it is with a profound sense of duty, as well as a source of much pleasure in coming before you to talk of a subject that is becoming more interesting and more important to the merchants, to the advertising men and to the display men of this country day by day.

The displaying of merchandise in the proper way is now recognized as the most important advertising, sales-producing medium in the world of merchandising. It matters not what the article may be, the "watchword" is—display it.

For there is none so potent a producer of direct results, none so sure a profit-maker to the intelligent merchant, as the show window.

The swift march of progress has compelled merchants to have their wares exhibited in a way that will attract attention and also lead to their sale.

Attractive window displays tend toward a general betterment of merchandising; they increase prestige and build up good will.

To persons who are influenced in making their purchases

These
Mallory
Hats

Were made
in this country.
They couldn't
be better if....
they were....
imported.

Soft Hats

3.
Derbies

One of First Prize Collection, Class 34, George Jacoby.

"through the glass" the show window is a great silent salesman. Often it sells more goods than a force of well-trained clerks; it attracts and draws within the store thousands of passersby who otherwise would not think of buying; it reminds a great buying public of its needs and keeps shoppers informed on styles and prices. The attractive displaying of merchandise is the least expensive of all effective advertising.

The merchant regards his show windows as his brass band, his press agent, and he knows that in order for them to "stick out" above those of his competitors it is a question of "know how" and not a question of guesswork.

A higher degree of efficiency on the part of the display



Well! were you at the Displaymen's Convention? Did you see the "Culver" wax figures? Did you compare them with all others manufactured in this country?

If you did there is nothing more to say. If you did not, there is yet something in wax figures you have never seen.

MANUFACTURED BY

IRWIN G. CULVER CO. 60 East 8th St., New York

well; how about your speed?

The "Speed-ball" pen
cuts your time in 2 and your labor in $\frac{1}{2}$

Show Card Writers - Commercial Artists - Draftsmen - Letterers - can produce a better grade of work in less time than can be done with any other pen or lettering device in the world.

The book of alphabets - designs - sketches - decorative stunts - ink formulas etc. which goes with each set of 5 sizes at one dollar, is a marvel of inspiration in itself.

Set of 5-pens 50¢
Sample by mail 15¢

Gordon & George, Patentees,
300 Boston Bldg Seattle, Wash.

man is, therefore, a safe and sane foundation for the future of any business, whether it be large or small.

The show window is the merchant's point of contact with the general public. He gets closer than that only to his actual customers; the tips of his fingers are held out to the readers of his newspaper advertising, but in the show window he gets an actual point of contact through which he is able to emphasize himself and his store to anybody who will stop and look.

The show window reflects the policy and the personality of a business. The combined efforts of newspaper advertising and show window displays are the "eyes of the store."

Human traits are read from human features; so are store characters read from store advertising and window displays. The expression put into these most important elements of publicity is a fair guide to the quality of the organization behind it. Effective, high-class advertising goes hand in hand with high-class window displays, just as "hand bill" advertising and "fire sale" show windows are locked arm in arm in the game of retail merchandising.

It is as useless for a display man to attempt high-class displays for a store that caters to a cheap class of trade as it is useless to try and make a race horse out of a jackass.

An expressionless face fails to attract—it is the unwritten law of Nature. Just so with careless, ill-arranged, monotonous advertising and window displays. Both are fatal to a business.

A well composed ad, carefully arranged, and a tastefully dressed show window, like a well-groomed man, reflect the presence of refinement.

It has been said that a store can rise no higher than the character of its publicity, and this is true in almost every instance. Improved commercial conditions, together with keen competition, have wrought great changes in the displaying and selling of goods.

Let us wander back a few years over the fields of commercial publicity and see just what changes "Old Father Time" really has made.

I can see the ad man writing to display his vocabulary and wit. Here is one of his masterpieces written in rhyme to fit the lyrics of "The Old Oaken Bucket":

"If you bargains want, come here today;
Come with your purse and come to stay.
You will be rewarded and values find,
A great relief to any man's mind."

The display man's co-operation in this instance consisted in twisting a piece of calico to make it look as nearly as possible like a rose.

Next we see that the ad man's experience had taught him that he must talk merchandise in order to sell it.

The display man began to experiment with the angle that made the merchandise look its best, thereby attracting the attention of the passerby. And now we come to the present day.

The ad man has evolved into a sales manager, not only describing goods, but planning campaigns to make goods more salable.

The display man has quickly taken rank beside him, and together they are marching onward to their next conquest. The two most valuable men in a retail establishment today are the advertising man and the display man. They are the employers, secretary of war and secretary of state. Although some merchants are still sticking to the old ways of doing business and seemingly fail to see or adopt certain methods which others are employing with marked success.

It is a fact that attractive window displays have become a necessity. It is a means of advertising merchandise and is worthy of the careful consideration of any merchant who would be up with the times.

The reason that the merchant pays for a large and handsome store frontage is for the amount of window space he obtains. He knows that the inclination to buy merchandise is formed in the mind and not in the pocketbook. He knows that his show windows are the "eyes of his store," and he knows that he must keep those "eyes" bright, snappy and full of expression in order to obtain his share, or possibly a little more, of the business.

In connection with this, I must say that it is a pity that many fine show windows are practically stripped of efficiency by merchants failing to employ display men of ability to do this work. They fail to realize that the show windows have a value (peculiar to themselves) as a medium of communication between the dealer and the public. Show windows are a necessary part of a store's equipment, but they are more, much more, than mere fixtures. They are advertising space, and after they are cleaned and made attractive, attention should be given to see that they carry a message day in and day out.

The "eyes of the store" appeal to everybody who passes them and gets a "grip" immediately upon the man or woman who is interested in the merchandise shown. Attractive displays make a good impression upon the consumer and they are a decided aid in the actual selling of merchandise. The position of the display man, therefore, is unique and his influence is emphatic.

The displaying of merchandise has developed from a meaningless, laborious work into an artistic, scientific trade. The modern show windows have come to stay because they are practical and profitable. They are not merely the fad or fancy of certain men, but they have come as the result of experience.

Leadership in our profession is gained by hard work, progressiveness, individuality and a good knowledge of merchandise, and the business world of today is eager to select its potent personalities from anywhere and everywhere, regardless of anything save the ability to do things.

Attractive displays do not happen, but are impressions in material form of careful and well-directed thought that are based on a fundamental principle as important as the wording of a business letter.

If merchandise be worthy of such thought, time and labor in arranging window displays, it should be worthy of mention in the newspaper advertising, and this good business opportunity should never be overlooked by the merchant.

The "eyes" that peer into the show window are the same eyes that scan the advertising in the daily papers; the proper use of successful printed advertising will build up trade faster and keep it longer than any other one means.

But mind you, mere words will not picture to anyone the goods so that they stand out in the mind as they stand out right before your eyes when properly displayed in the show window.

At a recent convention of the Texas Associated Ad Clubs, held in Waco, Mr. Richard Waldo of the *New York Tribune*, one of the brightest minds in the advertising field and nationally known as one of the foremost exponents for "truth in advertising," declaring in answer to the question, "What is advertising?" said that advertising was:

"IDENTIFICATION"

Gentlemen, the best identification that a merchant can have is through his show window, but it is up to us, as display men, to bring out the fine points and to show the great buying public, through our taste, progressiveness and skill, the individuality of the business. We must reflect the interest our employer must have in the pleasures of his customers that he wants to cultivate their good feeling as well as to sell goods. It is what he does that counts, and not what he says. If you combine beauty with your window scenes you will show that your employer appreciates the taste for the beautiful in others; show a pleasurable side to your displays as well as a selling side.

Beauty is to the eye what music is to the ear—soften. Soften the appearance of selfish designs on the customer by displaying your merchandise with pleasing surroundings.

In closing, I will make a separate and distinct appeal to the three dominating figures that make for life or death the success of a business—the merchant, the ad man, the display man.

To the merchant I say: Brighten up the "eyes of your store"; put some expression in them and enable the public to read in them a tale that you are not ashamed to tell. When your display man has done something good, pat him on the back; he likes it (everybody likes it), and it is an incentive for better work.

To the ad man I say: Co-operation. There should be the closest kind of an alliance between the window displays and newspaper advertising; each should be made to serve the other, and by a union of effort produce results far in excess of independent action. The show window will please, attract and interest your trade as no other single feature of your publicity.

And now to the display man: Let us all be as one; let us discard all petty jealousies and work as one grand, great, enthusiastic unit for the betterment of all. We have passed through a series of very strenuous years in our fight for recognition; we have had many obstacles to overcome; but by perseverance and through the efforts of our international and local associations we have gradually, but surely, been brought up to the place where we belong.

Organization is the "spirit of progress" and progressiveness is by far the greatest asset that we, as individuals, can have. Men get together to discuss things and to better conditions in general. Who is it that can dispute the strength of unity?

Co-operation is the very keynote of success. Without it



No. 6
No. 6—This Beautiful Vase is made of plaster, very strong and comes in two sizes. Just the thing to use to set on floor of Show Window.
Size 8 in. diam. x 20 in. high.
Price each, net, \$3.50.
Size 12 in. diam. x 30 in. high.
Price each, net, \$4.50.



No. 4
No. 4—This urn made of plaster and very effective. Size 12 in. diam. x 6 3/4 in. high.
Price each, net, \$1.90.



No. 5
No. 5—Above urn or flower box, made of plaster, is a very good design. Size 7 1/2 in. x 11 in. x 4 in. high.
Price each, net, \$2.00.



No. 1
No. 1—The above cut in relief plaster is very beautiful for caryatid, plaster decoration, etc. Size 42 inches high. 15 inch width.
Price each, plain, net, \$6.00.
Decorated in bronze or color, net, \$10.00.

Make Your Fall Windows Distinctive

Our paintings and decorations will interest you as we have new ideas to offer. Order early.

The above cuts will give you an idea of some of the beautiful decorative pieces of relief ornaments that we carry in stock. With the use of a few of these pieces the effect of the Show Window will be greatly enhanced. You can build beautiful pergolas using the heads and set on base for posts supporting beams, etc., and the urns and vases can be used to great advantage in many ways. You will need some of these pieces in arranging your Fall Setting.

All above ornaments 30% extra if decorated.

Do not fail to visit our Show Rooms and Studio when in Chicago

The **BODINE-SPANJER ©**

Designers and Manufacturers of Decorative Backgrounds for Show Windows

1160 CHATHAM COURT, CHICAGO

Phone Superior 4610

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north. get off at Division St. and walk 1 block west to Chatham Ct.

M. P. STAULCUP, Eastern Representative, 44 East 23rd St., New York, N. Y.



No. 716M
Southern Hydrangea Flower Branch.—
Fireproof, Natural Preserved Foliage, flowers of Sateen in fall tints in any color desired. Branch 36 x 24.
Per 10, \$2.50
Per 100, \$24.00

Prices That Talk

SAMPLES SENT FREE

Beech or Oak branches, natural prepared, fireproof, large selected branches 3 to 4 feet long, per 100\$5.50
In Red, Green, Brown, or two colors to branch

Poplar branches, natural prepared, 3 feet long, entirely new, per 100...\$5.00
COLORS—Red, Green or Brown

Beech or Oak roping, 2½¢ per yard up.

Maiden Hair Ferns, large size, in green, pink, red, yellow or combination of fall colors, per hundred.....\$5.50

Fall Vines of Muslin \$4.00 per gross up.

Complete Line of Entirely New Decoratives
Shown in Our Fall Catalog, be sure to send for it.

J. HARTWIG CO.

26-28-30-32 Pellington Pl., Brooklyn, N. Y.
Showroom, 24-26 W. 30th St., N. Y.

men become selfish and are soon lost in that gigantic struggle for supremacy.

Associated effort in Dallas has shown many gratifying results, one of which is a cheering message from the State Advertising League, recognizing the display man as a very important factor in modern advertising. It is the spoken word of the president of that great organization in his annual address at their last convention. Among other things, he had this to say:

"We also count it an instance of closer cooperation in having with us at this time our fellow advertisers, the display men of Texas, and with due recognition of the fundamental principles of advertising as exemplified in their work, accord them a place on our program. They have, necessarily, their own independent organization, but their work is so closely allied with ours that it may be properly considered a part of it and the presence of the representatives of the I. A. D. M. is a good omen and will contribute to the success of this convention. We trust that this may mark the beginning of a closer fellowship between the two organizations."

Local associations, my friends, are putting the display man on his feet, not only in Texas, but every place where local associations exist.

Now let us strive to better the condition of our profession, for there is a place waiting for us, and the business world is calling for us to take that place in the advertising development of twentieth century commerce.

Following Mr. Rogers, President Potter made some explanations as to the manner of balloting and then proceeded with the announcement of the candidates. For president there were two candidates, E. J. Berg of Omaha and A. J. Edgell of New York. There was a good deal of discussion required to settle a few minor points as to how the election should be conducted and it was announced that only those present were entitled to vote. This discussion was brought up by a question as to whether locals might cast their vote through a delegate or whether proxies of absent members would be counted. Both of these were decided in the negative.

ELECTION OF OFFICERS

When the ballots had been counted it was found that Mr. Edgell had received the majority for president and immediately his opponent, Mr. Berg, was on his feet with a motion to cast the entire vote of the convention for the successful candidate. This motion was seconded and Mr. Edgell was declared elected unanimously.

Mr. E. D. Pierce was the only candidate for first vice-president and was accorded the unanimous vote of the convention for that office.

Then followed the election of the second and third vice-presidents. The candidates for second vice-president were L. A. Rogers and W. H. Hinks, and for third vice-president, Harry Hoile and Carl Meier. Mr. Rogers was elected second vice-president and Mr. Hoile, third vice-president. Upon motion both of them were declared elected unanimously.

OFFICIAL ORGAN SELECTED

Following the election of the president and vice-presidents, Mr. Lindblom took the floor and requested that the matter of the official organ of the Association be taken up at that time, as the members were all present and the whole matter could be settled in a few minutes. President Potter agreed to this and Mr. Millward proposed the Merchants Record and Show Window of Chicago as the official organ for the coming year. The motion was seconded, and unanimously carried. At this point the convention took a recess until 2 o'clock.

WEDNESDAY AFTERNOON SESSION

At the opening of the afternoon session at 2 o'clock, the election of officers was resumed. The next officer to be selected was the secretary. The candidates for this office were P. W. Hunsicker and J. M. W. Yost. The ballots having been cast and collected, it was found that Mr. Hunsicker had received the greatest number of votes and was declared secretary for the ensuing year.

For the office of treasurer there were two candidates, Fred Pratt and Edward O'Malley. Mr. O'Malley received the greater number of votes and upon motion of Mr. Pratt was given the unanimous vote of the convention.

ADDRESS BY DR. TOLMAN

Dr. Wm. H. Tolman was then presented to the convention by President Potter. Mr. Potter said: "Were I to do the next speaker full justice, my introduction of him would consume so much time that we would have no room

for the able address he is about to give us. I shall touch only a few of the high spots in his career. Dr. Tolman is at the present time director and one of the trustees of the American Museum of Safety of this city. He is the founder of the safety and welfare movement in this country, having established the first museum. He has received royal recognition time and again, as a member of the Legion of Honor of France, the Order of Leopold of Belgium and an officer of the Prussian Crown in Germany. He was a member of the juries of the Paris, St. Louis Expositions and was Director-general of the International Exposition held in Milan in 1906."

Dr. Tolman acknowledged the introduction and proceeded with a most able and interesting address, treating on safety and welfare work. He pointed out to the display man the importance of safe-guarding one's health and cited many interesting examples wherein safety devices had greatly increased efficiency in all branches of commercial life.

EMERGENCY FIXTURES

Following the applause that greeted Dr. Tolman's speech, Vice-President Lindblom introduced Samuel Friedman, of the S. Black Co., Birmingham, Ala. The subject of Mr. Friedman's address was "Emergency Fixtures." He explained and demonstrated how the average display man who has insufficient fixtures can make his own display devices; they will answer the purpose quite as well as any others. He mentioned in particular the man who says "I cannot make good displays because I have not got the fixtures." This, Mr. Friedman contends, is not a proper excuse, for, if one has to, he can develop a great many very useful and attractive devices for window use at very small expense and comparatively little effort. It was not Mr. Friedman's idea that the display man should not buy fixtures. He explains specifically that he was a great believer in factory-made fixtures but where they are impossible through lack of an appropriation, he stated that there was no excuse for the display man despairing of making good window displays. Mr. Friedman then proceeded to show a considerable collection of display fixtures of unique design that he has made himself at a small cost. He took one fixture at a time and explained its construction thoroughly, the materials used and the finish applied later. Every little detail was dealt with at length. Mr. Friedman uses wood, plaster, composition ornaments and is now experimenting with papier mache. All of these materials play an important part in his window.

It is highly regrettable that Mr. Friedman's address cannot be reproduced in full as it would be read with interest by every display man. However, the address itself without the accompanying fixtures which Mr. Friedman demonstrated at the convention would carry but an imperfect idea and is therefore omitted. At the conclusion of Mr. Friedman's demonstration there was a general discussion during which he answered various questions asked by members in the audience.

Eugene Pierce, of the Dry Goods Economist, was then introduced by Vice-President Lindblom. Mr. Pierce is a specialist on colors. He has given this matter a great deal of study and was able to discuss the subject of combinations and harmony from a scientific point of view. The address was one of much value to the display man and was received with applause.

Here President-Elect Edgell took the chair and introduced His Honor, Rosline M. Cox, of Middletown, N. Y. Mr. Cox is not only interested in municipal affairs but takes a lively interest in all matters that tend toward civic betterment. He has been for some time taking a lively interest in show window displays as helping to beautify the city. He is an honorary member of the Middletown local of Display Men and attends the meetings regularly. Mr. Cox explained his interest in show window display in an entertaining way and talked at considerable length on the subject of civic betterment in which the display man can play an important part if he chooses to.

The address by Mr. Cox was much appreciated as was indicated by the applause it received.

President Edgell presented Chas. R. McGovern, who formerly was display man for Hilden's Store. Mr. McGovern took the platform and proceeded with a demonstration of dressing forms and figure draping. He cleverly handled the goods and in a surprisingly short time was able to complete drapes of the highest artistic merit. After his somewhat brief demonstration he received a broadside of applause and thereupon the meeting was adjourned until the next day.

THE WAKE

One feature of the New York convention which had been played up beyond all others was "The Wake" Wednesday night. The Entertainment Committee had



A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

Fall Opening Windows

☞ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

☞ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

☞ Now being used with splendid results by leading display men throughout the country.

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Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyx Paper. Sent free of charge. Write for one to-day.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



America's Foremost Stores Use "Artisto" Valances

It matters not whether the city be large or small you will find the foremost stores in each community using "ARTISTO" Valances.

The fact itself may not mean much to you, but the REASON for it should interest you immensely.

"ARTISTO" Valances are made in a factory especially equipped for this class of work and under the personal supervision of Professional Valance Makers. All materials are pre-shrunk, are easily cleaned and SUNPROOF. Special designs are made up to conform with special requirements.

There are many ways in which to make a valance wrong but only *one* way to make it right. Our volume of business makes it possible to secure the *very best* talent.

**Quality considered, our prices
are the lowest**

Write for catalog—it's free

Send layout and dimensions of your windows and get our special proposition

The Window Decorative Works
1258 W. Fourth St. - Cleveland, Ohio

Puff Shades
in
Every Style

Stock Valances
by the yard at
very low prices



promised big things for this evening. There was to be a banquet and entertainment which had been advertised as the best thing that had ever been planned for the display man. The banquet entirely justified itself and as the evening wore on all agreed that the "wake" was all that had been promised and much more. The feast was served in the grand hall room, where the convention had been held, and several hundred sat down together. The ladies had been invited to occupy the balconies and many were present. Each guest found at his place a tall green cap with a white cardboard clay pipe and gold harp emblem in keeping with the wake. Programs were passed around and during the dinner various songs were sung under the leadership of Mr. J. W. Johnston, master of ceremonies. Mr. Johnston had done himself proud and the manner in which he handled his musicians should place him in the front rank of impresarios.

President Potter was presented with an unusually handsome gold watch as a little testimonial to his work on behalf of the association during the past years. On one side of the watch was engraved his monogram and on the other the words "For Services Rendered the I. A. D. M. 1914 to 1915." Mr. Potter made an appropriate speech of thanks, stating his high appreciation of the gift and assuring his audience that the watch would be kept with him for all the rest of his days. At the conclusion of the dinner Mr. Potter made a brief address on fellowship and co-operation. His address was listened to with rapt attention by the audience. President Potter's talk follows:

EXPRESIDENT POTTER SPEAKS

"Ladies and Gentlemen: The purpose of our gathering here tonight is to create a better feeling of fellowship among the display men.

"That feeling of fellowship is the basic thing, the dynamic thing, which is at the bottom of all action. Fellowship is the thing which moves toward that other thing which is absolutely necessary when men get together to carry out a specific purpose. The other thing is co-operation.

"The late Elbert Hubbard said: 'The idea of co-operation was first devised by Julius Caesar, but was lost during the Dark Ages, during which time organization was unknown. Every man fought a single handed fight. Enterprise dwindled. Progress languished. And men were filled with fear and doubt. From the year 300 to 1300 the world did not produce a single man of genius. This for the reason that men are strong only when they stand together.'

"We are part and parcel of each other. This organization is a revival of Caesar's idea. We are bound together for a common interest, formed for the purpose of exchanging ideas.

"You are particularly fortunate because of the fact that you are not like the woman who was always complaining that life was a grind. And some one said no wonder life was a grind for her because she was married to a crank. You men are not married to a crank. You are hitched up to a wonderful profession; a profession the live merchant recognizes as a powerful factor in the selling of merchandise.

"The International Association has made remarkable progress during the past two years. We are working ceaselessly to promote the interests of the members by developing, broadening and receiving more efficient and valuable the science of display advertising.

"We are working with two main objects in view: i. e. to disseminate education on professional methods and systems and to bring about local organization and co-operation.

"But you know Rome was not built in a day. The deep snow that blocks our traffic falls flake by flake. Persistence built the pyramids and persistence did every other thing under the sun that is worth while.

"There is a single word in the English language to which we all take off our hats. That word is *success*. It is the final answer to all our arguments, the goal of all our efforts.

"Think of all that *power* being put into the hand of man—and then go out and make gods of yourselves. A great and peerless power, truly, but it's the mark of man's true dignity—man stands next to God himself. Man has conscience, reason and will and the possibility of unlimited mental and moral growth. Though his feet press the earth, his head may touch the skies.

"Success is worth all it costs. He who saves brain matter and sweat and sole-leather and accumulates a shine on the bottom of his nether garments is but the thing of

circumstances and the puppet of chance—the chip tossed hither and thither at the mercy of every wind on every created wave.

"The man who tells the truth; the man who is clean in character; the man who takes the initiative; the man who refuses to doubt his own ability; the man of imagination; the man of courage, is the man who works out his own salvation.

"Success is for every young man who leaves his father's roof-tree, if he will but bargain for it. It is to be found in all market places; North and South, East and West. It is to be had upon payment of value for value. Gold must be paid for it; yes, gold and silver and precious stones. But the cost is more than these 'for the price of it is above rubies.'

"Value for value, it costs time and training and struggle. Value for value, it costs ambition, and self denial, and sweat and blood, and pain and tears and heart's desire, and the hope that drives to daring deeds, and the will invincible and the worth unconquerable. Costly is that thing we call success.

"The heights of success can only be won by the man of courage. The namby-pamby, the trailer, the doubter, the fearful, the unimaginative and the dependant come not within sight of the foothills.

"So men, let us not be among the trailers but put our shoulders to the wheel and make ours a *greater* profession.

"And now gentlemen, closing, I want to take this opportunity of congratulating you upon your choice for president. During the years he has been among us Mr. Edgell has demonstrated his fitness as display man and gentleman to lead this great movement, and I assure you he will have my heartiest support and co-operation.

"I also want to thank every member of this organization; the Executive Committee, the Board of Directors, the Convention Committees, for the splendid assistance you have rendered me as your president during the two terms that I have held office.

"I wish to express my appreciation to manufacturers who have co-operated with us display men. They have responded handsomely—and most substantially seconded our endeavors. Chicago and New York will always stand high in the annals of the International. In New York the Store Equipment Manufacturers' Association have helped and encouraged the boys most abundantly and I am glad we have with us tonight their president.

"We want to thank the Store Equipment Manufacturers' Association and its member, The House of Palmenberg, for lending us President True's services. His addresses at Chicago and his talks at the local meetings will always be remembered.

"Mr. True has certainly won the regard of the display men. He certainly has been a good friend to the entire bunch.

"Ladies and gentlemen, I am introducing, for the benefit of the very few here who do not know him, Mr. John H. True, the president of the Store Equipment Manufacturers' Association of New York."

MR. TRUE SPEAKS

At the close of his address, ex-President Potter introduced John H. True, who made a plea for the discontinuation of the words "Window Trimmer or Window Dresser." Mr. True said: "The well-founded words of your president are pleasantly received, but I claim only this, that I want simply to your convention as a messenger to convey the message backed by my firm, by my association and this great city of New York, and it would be strange, indeed, with such an inspiration to back me if I did not succeed to some extent in making friends who are glad indeed to give me a hand this evening, not on my behalf, perhaps, so much as on behalf of the association which I have the pleasure and the honor and the encouragement to represent."

Mr. True continued: "I am going to ask you all to make a concrete demonstration of a change which we, the members of the International Association, have decided upon. Following the example of the old-time chairman who never waited for a motion, never waited for anything to be seconded, but put the motion and seconded the motion and declared it passed, I am going to ask you all here by a rising vote to promise that never in your lives will you use the words 'window trimmer.' I want you to vote by a rising vote for that, and you men on the floor to promise that you will never use the word 'window trimmer.'" Those in favor of the motion will signify by rising." (At this point those present rose in a body and applauded loudly.) Mr. True continued: "Now, ladies and

Palmenberg

New York

A CATALOGUE OF UNUSUAL COMPLETENESS AND GENERAL EXCELLENCE IS THE NEW PALMENBERG CATALOGUE NOW IN COURSE OF PRINTING. A COPY IS YOURS FOR THE ASKING, PROVIDED WE RECEIVE YOUR NAME AND ADDRESS IN GOOD SEASON.

J. R. PALMENBERG'S SONS

63 AND 65 WEST 36TH STREET

NEW YORK



*Linen Show
Windows
Lord &
Taylor,
New York*

**When your show-windows
are well illuminated your
merchandise sells itself**

There is only one reason for a show window—display.

It is the testimonial of your business, the silent guarantee of merchandise quality, it determines the standing of your store in the public eye.

Most people who pass your store after dark or in late evening have other things to attract them, unless your

window becomes the major attraction. They stop, and people who stop to look are shaping themselves into your customers.

Are you satisfied with your show window lighting, is it doing your merchandise justice? Is it making potential customers? It should and will if you install the

Frink & J-M Linolite Systems of Lighting

a system of concealed source lighting that is designed primarily for show window and show case work. A system that is now used by the country's representative stores. What about yours? Ask nearest Branch.

H. W. Johns-Manville Company

NEW YORK AND



EVERY LARGE CITY

gentlemen, I was informed by the gentlemen of the Committee of Arrangements that this was not to be a speech-making occasion, but on such a night and amid such an environment, there would be a great temptation to speech making, and I want to promise you all, as Byron's famous words, 'On with the dance,' are on our minds, you are not going to be detained by any lengthy speech from me. I thank you and I wish all these young men every success and pledge to them the most hearty co-operation of the Store Equipment Manufacturers' Association." Prolonged applause followed Mr. True's address.

THE CABARET

The gastronomic performance having come to a highly satisfactory conclusion, chairs were moved back from the center of the big room, leaving a space for the "big doings" of the evening. Possibly some of the diners may have been a bit drowsy after their somewhat strenuous exertions with knife and fork, but, if that was the case, they were quickly brought back to a state of wide-eyed awakeness when a score or more of exceedingly pretty girls tripped in under the calcium lights in the Ned Wraburn production, "Splash Me." If there are any prettier girls in New York than these fair splashers, they failed to make themselves visible during the first week in August. For nearly an hour they delighted the highly appreciative audience with a variety of stunts. There was singing—good singing—and lots of it. Also there was dancing—good dancing—and lots of it. The whole show was clean and wonderfully clever, and there were few, if any, present who had witnessed a better entertainment of the kind.

HOT STUFF

When the last fair damsel had disappeared, and the audience had finally realized that the most vigorous hand-clapping could not induce another encore, the stage was set for a different set of actors who were to appear in a variety of attractions billed as "Hot Stuff." The first on the program was a farce in one act entitled "The International Employment Bureau." The scene of this production was laid in an employment bureau presided over by a canny Scot. This character was represented by the well-known legitimate comedian, J. W. Johnston.

There enters a merchant seeking a display man. This part was taken by the eminent tragedian, John W. Looch. Opportunely a display man looking for a job happens along. This part was played by that rising young comedian, Harry Hoile. A beautiful model is produced, likewise a quantity of yard goods and trimmings, and the job seeker is set to work demonstrating his ability as a draper. The drape progressed nicely, in spite of various controversies between the merchant and the Scotsman, and would have resulted in a work of rare art had not the lovely model become peevish on account of a pin being thrust deeply into her sensitive system, whereupon she threw off a bale of brunette tresses and loudly called for beer. It was then apparent that the fascinating model was no other than our sprightly young friend, "Mobile," sometimes called Renault. This disclosure busted up that part of the show, and G. L. McClellan, who had damaged his eye winking at the seductive model, was seen to get up and leave the room.

The Darktown Silver Tongued Quartette then tuned up and filled the room and adjacent New York with a large quantity of barber shop chords and other assorted harmony.

Next appeared the fascinating Mlle. Poo-La-Lo, the dancing and warbling Venus, whose chaste beauty and demure ways have made her a favorite with several. This lovely sprite gamboled and cavorted with all the easy grace of a camel. The admiring audience applauded vigorously, but it was later whispered about that there was some deception in connection with this number and that the ravishing Mlle. Poo-La-Lo was none other than Dave Polay of Chicago.

Following upon the program was a turn by Charles Chaplin (almost). This stunt was carried through with all of the acrobatic eccentricity of the movie favorite and several admiring members of the audience were preparing to secure autographs when it was discovered that the act was only an impersonation by that sterling young western actor, Frederico Pratt of Joliet, Ill. This discovery was made through the fact that the impersonator refrained from plastering pie over the countenances of a number of persons who were within easy throwing distance. His deception being discovered, Mr. Pratt retired in confusion.

FIGHT TO THE FINISH

Although there were many ladies and others of sensitive disposition present, some of the more sportily inclined low-brow members of the program committee had arranged for a finish fight and this was pulled off according to Police Gazette rules. The principles were Window Trimmer, alias the Birmingham Basher, vs. Young Display Man. These well known professors of pugilistic science were billed to a finish fight providing said finish came about within 30 days or less. Gate receipts fifty-fifty. The two battlers went to their respective corners, Young Display Man leaning on the arm of his second and Window Trimmer leaning on his own arm. At the start both of the pugilists appeared in the prime of condition, but even before the first gong sounded a number of old time sporting characters such as Ben Millward, Mawrus Staulcup, Al Hurst and others, detected signs of weakness in Window Trimmer. It was noticed that he had a slight case of spavin and was afflicted with the pip.

The go was slightly delayed owing to the fact that Window Trimmer was standing on his foot, but this was fixed up and the fistic carnival proceeded. The Basher led off with both hands and swung like a bridge on Display Man, who strolled out of reach. Display Man rushed, fighting low and landing frequently. Window Trimmer again swung with his right. Had this blow landed it might have finished the fight but fortunately it passed four feet above the head of Young Display Man. Display Man again rushed and landed several effective drives to the bread basket. Window Trimmer clinched and attempted to bite. In the breakaway Young Display Man landed repeatedly. Window Trimmer was groggy when the gong sounded. End of first round.

At this point "Kid" Cultus of Tacoma, who occupied a ringside seat, offered odds of 8 to 5 that Window Trimmer would not last five rounds. There were no takers.

Round two opened with both fighters wary. Window Trimmer swung a left and landed twice—first on referee and then on floor. Young Display Man showed good form, landing lightly at will. He was evidently sizing up his opponent and preparing for one of his famous tack-hammer-taps. Window Trimmer led a left hook which was sidestepped. Display Man rushed and they clinched. Window Trimmer stepped on himself and went down but came up at the count of 9½. Display Man rushed the old fellow to the ropes and was preparing for the tack-hammer-tap when the gong sounded. End of second round. This was Display Man's round.

"Sport" Lindblom of Minneapolis here declared that the only way Window Trimmer could get a round would be to negotiate with a bartender.

Third round opened with Display Man on the aggressive but sparring cautiously. To the many experienced ringside characters present it was evident that he was only waiting for the right opening. This came when Window Trimmer made a wild swing exposing his jaw. Young Display Man sidestepped and placed his tack-hammer-top squarely on the jaw and Window Trimmer went down. The timekeeper counted the fallen man out amidst wild applause.

Young Display Man was congratulated by hundreds of enthusiasts upon having knocked out a man more than twice his age. Upon examination it was discovered that Window Trimmer had entered the ring for the last time. With a faint "peep peep," he passed away. It is said that he is the last of the once famous and numerous family by that name. His form was draped with cheesecloth puffing and preparations were immediately made for a wake. The latter function was conducted in a highly satisfactory manner. Following the wake, William Rati-gan related a number of anecdotes concerning his wife's family and other matters and there were a lot of other stunts before the floor was cleared for dancing. The dance lasted until a late hour and was a fitting wind-up of an exceedingly live evening.

THURSDAY MORNING SESSION

The convention was called to order by the chairman who introduced A. L. Powell of the General Electric Company. Mr. Powell was an expert on lighting in all its phases and his address to the convention was one of the utmost value. He explained why certain lights steal some of the color from goods shown in the window, while others tensify or modify the colors. Every display man has had the experience of putting goods in the windows under daylight only to find them entirely changed in tone



Panel No. 410

Something New for your Windows; Silhouette Poster Panels and Cards

Novelty attracts attention. Daily is always ahead in originating novel yet dignified creations.

Again we have designed something new—something different—something unusually attractive. Daily's Silhouette Poster Panels and Cards will make a decided hit because of their striking appearance and for he breezy, crisp tone they impart to a window display.

A background treatment with color, action and a fashionable touch in keeping with the season will give your windows a much different and more effective arrangement. There is life in the figures and an atmosphere of style.

These panels can be made to contrast or blend with any color scheme desired. The panel illustrated here is chrome orange tint stripes on white background. The figures are in black and white. We design the cards to match the panels if desired.

Send for our circular describing and pricing these Silhouette panels and cards. Write today. We have many other new things for Fall.



Window Card, Style 411

Dept. M.

Bert L. Daily

**Rauh Building
DAYTON, OHIO**

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

Latest Model Suit and Dress Form

Sizes 16 and 36

Showing simply two examples of our complete line

No. 75 Lustrous Satin covered bust, body white jersey cov. White enamel wood stand.

No. 76-I White jersey covered body, Iron stand.

Write for prices

We are specialists in the manufacture of correct forms and fixtures for up-to-date display purposes.



No. 75



No. 76-I

Send for full particulars

S. M. MELZER COMPANY
915 Filbert St. Philadelphia, Pa.

when the lights are turned on in the evening. Mr. Powell went to a good deal of length not only to explain but illustrated by means of colored lights, etc. As he spoke from practical experience his address was especially valuable.

ADDRESS BY GEO J. COWAN

Following Mr. Powell, Geo. J. Cowan was introduced. Mr. Cowan made a particularly good address covering window display in general and some of the mistakes commonly made not only by beginners but even more experienced men. He pointed out many of the pitfalls into which the display man is likely to fall and illustrated his talk with drawings on the blackboard. His talk, while impromptu and delivered in an informal way, was remarkably comprehensive and covered every angle of window display from the conception of the design to the placing of the merchandise. Mr. Cowan by means of lightning sketches made his meaning clear to the audience and when he had finished he was applauded vigorously. This closed the morning session.

THURSDAY AFTERNOON SESSION

When the afternoon session was called at 2:30 p. m., Mr. Potter occupied the chair and announced a brief address by President A. J. Edgell, describing the purpose and scope of Electrical Prosperity Week which is to be conducted throughout the country under the auspices of the Society for Electrical Development during the week of November 29 to December 4.

President Edgell described this coming event as one in which every display man should play a prominent part. Electrical Prosperity Week, he stated, is a pioneer, nation wide trade campaign such as has never been attempted before. To make it an unparalleled success, thousands of merchants, advertising men, display men, are already planning to make this week truly symbolic of its name. In an interesting way, Mr. Edgell explained the details of the plan which should prove of the utmost interest to every display man.

Mr. Edgell is in charge of the window advertising department of the Society for Electrical Development and will be glad to furnish complete information as to Electrical Prosperity Week to anyone who may ask for it. His address is 29 West 39th Street, New York.

GOOD WISHES FROM SHREVEPORT, LA.

Following Mr. Edgell's address, he was presented with a symbol of the best wishes of the Display Men of Shreveport, La. These were in the form of a gilded wish-bone about two feet high. From the upper part, suspended by purple ribbons, were miniature bales of cotton upon one of which was seated a diminutive pickaninny. On another ribbon was hung a card bearing the following:

"This Is a 'Fowl' Wishbone but the Truest of Good Luck Trophies. Presented to the Incoming President of the I. A. D. M. by the Display Managers of Shreveport, La., and Honored by the Mayor's Signature of this City.

(Signed) S. A. Dickson, Mayor."

The next order of business was the reading of invitations from various cities bidding for the next convention. Invitations were received from the following cities and read in the order in which they are named:

Baltimore, Md.,
Buffalo, N. Y.,
Chicago, Ill.,
San Francisco, Cal.,
Savannah, Ga.,
St. Louis, Mo.

New York as a convention city was suggested for the coming year and in this connection, Mr. True made a brief talk advocating the plan of alternating the convention between New York and Chicago. This, he stated, he believed would be the most satisfactory arrangement and would be of decided advantage to the association and its members. In line with this idea, Mr. True asked his hearers to cast their votes for Chicago for the 1916 convention.

On behalf of Chicago, Orval Simpson of that city, made an earnest appeal, setting forth the many advantages offered. He spoke at some length and was followed by several other speakers who also advocated Chicago.

John H. Hobelman made an eloquent appeal on behalf of St. Louis. Mr. Hobelman is an excellent speaker and he set forth the claims of his city in a forcible and convincing way that made a deep impression upon those present. Among other things, he stated that a fund of \$1,000 had already been raised to entertain the association, in case it went to St. Louis, and that more would be raised

if that were necessary to show the members of the I. A. D. M. a good time.

The vote was taken and it was found that Chicago had received the greatest number of ballots. Accordingly, Chicago was declared the next convention city and the date of the meeting was set for August 7-8-9-10, 1916.

Following the announcement of the selection of the next convention city, Mr. Potter said: "As I happen to be in the confidence of the newly elected president, I am happy to say that he has realized something that has always been a dream of mine, and that is, that the man who will lead you, will not only be a practical display man—catch that—not only that, but a man who has ideas of value to the great institutions of this country. I refer to Mr. Edgell and I am going to read you a letter that he has just received and this letter is a mighty concrete evidence that he is a man of ideas, that he is capable of going through this country on the mission of the Society for Electrical Development, that great Prosperity Week, that he has the idea and organized locals so that at the next convention there will be more practical demonstrations and fewer lectures, and that all the errors of this convention may be improved. I will read the letter:

THE RICE LEADERS OF THE WORLD ASS'N.
Elwood E. Rice, President

New York, August 4th, 1915.

Mr. A. J. Edgell,
29 West 39th Street,
New York City.

Dear Sir:

I have unusual pleasure in advising you that you are the first prize winner in our Association's recent Idea Letter Contest. Accordingly you will receive our check for \$1,000 within the next two weeks.

I am giving you this advance information that you may be fully informed before it even goes to the press to be printed in the list of the winners. Accept my heartiest congratulations upon your worthy accomplishments.

Very truly yours,

Elwood E. Rice, President.

The newly elected officers were then installed after the usual custom and President Edgell announced the committees for the coming year. They were:

MEMBERSHIP COMMITTEE—J. E. Hancock, W. J. Wright, F. J. Thompson.

PROGRAM COMMITTEE—G. H. Lamberton, Orval Simpson, George J. Cowan, A. J. Lindbom, J. H. True, C. J. Potter.

EDUCATIONAL COMMITTEE—A. E. Hurst, E. D. Pierce, John Look, J. M. W. Yost, Leo Courtenach.

PUBLICITY COMMITTEE—D. B. Bugg, J. B. McNabb, T. A. Bird, J. L. Haynes.

The announcement of the entertainment committee will be made later through the Official Organ.

Mr. Potter then stated that it was his opinion that before the convention closed, its appreciation should be extended to the Display Men's Club of Canada for their co-operation in this convention. Mr. Potter expressed the pleasure of the convention in knowing that, during this meeting, the Canadian Association had affiliated with the I. A. D. M. This was put in the form of a motion which was quickly seconded. Here Mr. McNabb arose and said:

"Mr. Chairman, permit me to speak a few words for the Canadian Association of Display Men. I am deeply impressed with the manner of our reception and I express my unqualified thanks, and I know that I voice the sentiments of the Canadian Association when I say that the recollection of this visit will remain with us a green spot in our memory for many years to come.

"Please to receive, sir, from each and every one of us our sincere thanks for the many courtesies extended to us during our brief sojourn among you, and should circumstances so permit, it will afford the Canadian Association of Display Men profound satisfaction, at their own home and at their own board to entertain you the same way that you have entertained us at this, the Eighteenth Annual Convention of the International Association and the Canadian Association of Display Men.

"At our meeting at the Breslin Hotel on Tuesday night, the honor was again conferred upon me to represent that organization as their president, and Mr. Thompson was also re-elected, and we stand uniform to cooperate with all the work and to make this association a larger and better organization for display men."

At the conclusion of Mr. McNabb's remarks, a rising

The Practical Air Brush

We are introducing for the first time to the readers of Merchants Record and Show Window our new air brush, which we know to be all that the name implies—PRACTICAL.

The Practical Air Brush is endorsed by well known card and sign writers throughout the country. Here is what America's foremost cardwriter has to say:

"I am using the Practical Air Brush and find it fills every requirement for ordinary work. It is simple in construction, strong and durable. Now every cardwriter can afford to own an air brush; Signed, George Wallace Hess"

1404 Olive Ave., Chicago.

Every Cardwriter In America

can afford to buy the Practical Air Brush for the reason that the price is but \$7.00 We prepay charges and ship anywhere upon receipt of order accompanied by remittance. Money refunded if the Practical Air Brush is not all that we claim.

ECONOMY MANUFACTURING CO.,

NotInc.

4755 London Avenue, CHICAGO

Note Simplicity of the Air Throttle



\$1.00
BUYS
COMPLETE SET of
PURE RED SABLE
ONE STROKE
SHOW CARD
BRUSHES
GUARANTEED
to be the best Brush
You ever used.
Outclasses the old
style "Nigger"
MY
HANDSOME 96 PAGE
CATALOG SENT FREE
Chas. C. Strong, Founder
DETROIT SCHOOL
OF LETTERING
ESTD. 1899
DETROIT MICH.

EXACT SIZE.

FELDMAN'S

New Devices for Fixtures, Forms and Wax Figures

Did you see them
at the Convention?

- The Raising and Lowering Device
- The Full Wax Arm Device
- The Box Holder
- The Cloak Reel
- The Petticoat Stand
- The Reclining Figure

All new and useful
Send for Catalogue

L. A. Feldman Fixture Co.
24 and 26 W. 30th St. N. Y. CITY

A Thousand Different Window Trims for \$9.50

3 RODS—36 IN. LONG
10 RODS—25 IN. LONG
12 RODS—16 IN. LONG
13 RODS—11 IN. LONG
14 RODS—7 IN. LONG
15 RODS—4 IN. LONG
28 DISCS
3 IN. DIAMETER

TRIM ANY Display Outfit
PATENT PENDING

MADE OF HARDWOOD
100 PIECES IN A SET

Skeleton Structure for Decorative Arrangements
Shipped (Knocked-Down) in two mailing cases

Write today for folder showing many examples of windows trimmed with this practical outfit.

DISPLAYS COMPANY
11 Murray Street NEW YORK

With this outfit you can make
PEDESTALS, STANDS, TRAYS,
RACKS, PLATFORMS, EASELS,
CARD-HOLDERS, COLUMNS,
LATTICES, WINDOW DIVIDERS

vote of thanks was extended the Canadian Association of Display Men for their co-operation and their affiliation with the International association.

A communication from Edward N. Goldsman, display manager for Selfridge & Company of London, in which Mr. Goldsman stated that a branch organization of display men is being organized in that city, which may later become affiliated with the I. A. D. M.

In conclusion, Mr. Potter reviewed briefly the various features of this notable meeting and spoke feelingly of those through whose efforts its success had been achieved. At the conclusion of his remarks it was voted that a letter of thanks be sent to each of the following:

To the Display Managers' Club of America; the Waldorf-Astoria Hotel; W. F. Allert of R. H. Macy & Co.; Al Hurst, Chairman of the Program Committee; D. B. Bugg, Chairman of the Publicity Committee; J. W. Johnston, Master of Ceremonies and to John H. True, representing the Store Equipment Manufacturers' Association.

A motion to adjourn was then made and carried and the Eighteenth Annual Convention of the International Association of Display Men passed into history. The next meeting will be held in Chicago August 7-8-9 and 10, 1916.

Leo. VanCoutren, Brookfield, Mo.; C. F. Swank, Crawfordsville, Ind.; M. Hoffstadt, Akron, O.; Mr. and Mrs. L. P. Gill, Chicago; Mr. and Mrs. Ed O'Malley and Ed O'Malley, Jr., Kankakee, Ill.; M. Diamond, Chicago; M. Spellman, Milwaukee; R. J. Fuellerman, Milwaukee; Bert Cullus, Tacoma, Wash.; Robert Moore, Corpus Christi, Tex.; C. W. Trowbridge, Albert Lea, Minn., and Paul H. Hinze, Rock Island, Ill. There were many others from Chicago and vicinity in attendance at the convention but these were unable to go on the "Special."

Messrs. Bassett and Marsh of the Joliet, Ill., local, made the trip clear through from Joliet to New York on their motorcycles. They reported a somewhat strenuous journey but arrived on time to take a prominent part in the convention.

This is the third successive year in which Carl F. Meier of Davenport, Ia., has won the first prize for pen lettered show cards. It seems that he has contracted the prize winning habit.

In the report of the battle that occurred the night of the "Wake" between Window Trimmer and Display man, the names of the principals were unintentionally omitted. Carl F. Meier represented the victorious Display man while the defeated Window Trimmer was Harry Hoile.



The Chicago "Special" Crowd.

MR. ALLERT'S LUNCHEON

One of the pleasantest features of the New York Convention was an informal luncheon given by W. F. Allert, Display Manager for R. H. Macy & Co., and which was attended by more than one hundred display men and representatives of the trade press. The luncheon took place Wednesday at noon in the restaurant on the eighth floor of the Macy store. A single table extending clear across the immense room had been laid for the guests and this section was set off from the remainder of the dining room by a partition of flags and palms. An attractive menu had been printed especially for the occasion and the luncheon itself reflected great credit upon the cuisine of the Macy restaurant. At each plate was a small silver tackhammer tied with a red ribbon, a symbol of the display man's most useful tool. Practically all of the leading display men of greater New York were present.

With the arrival of the coffee, brief speeches were in order. Mr. Allert as host briefly thanked his guests for their presence and then called upon President Potter for a few words. Mr. Potter responded with a few appropriate remarks and was followed by Messrs. John H. True, D. B. Bugg, William Tishman, A. W. Lindblom, Lew Hahn, Al Hurst, J. J. Cronin and others.

The luncheon was an exceedingly pleasant affair from start to finish and it had an unusual significance in pointing out the attitude of co-operation between the leading display men of New York and the I. A. D. M.

THE CHICAGO SPECIAL

The special car from Chicago carried a crowd who enjoyed themselves from the beginning to the end of the trip. A stopover was made at Washington where the sights were taken in, after which the trip to New York was resumed, some going direct and others by way of Atlantic City. Those in the party were: L. A. Rogers, Dallas, Tex.; B. H. Logan, Wichita, Kans.; O. E. Wheete, Tulsa, Okla.; H. J. Rutherford, Chicago; G. L. McClellan, Holdrege, Neb.; C. E. Wilson, Cedar Rapids, Ia.; L. B. Slater, Davenport, Ia.; A. Hamilton, Miles City, Mont.;

Ex-President Potter is highly enthusiastic as to the gains that have been made in the membership of the association during the past year. He states that there are now nearly one thousand members and that during the coming year this large number will be greatly increased. He asks every one who is at present a member to get busy and secure at least one more member. That would in itself double the membership. Get busy.

Michigan Display Men Meet

DISPLAY MEN of Battle Creek, Kalamazoo and Jackson, Mich., held a meeting in Jackson last month to organize the Southern Michigan Window Displaymen's Association. E. R. Redman of Battle Creek was elected president, and Battle Creek was named as the next place of meeting.

UNDER THE CAPTION, "The Merry Window," there appeared an interesting article on window display in the *Saturday Evening Post* of July 3. It was written by Corinne Lowe, who evidently obtained her knowledge direct from some of the leading metropolitan display men. The illustration used was one of Mr. E. E. McCartney's displays for Joseph Horne Co. of Pittsburgh. This picture had appeared in the May issue of *Merchants' Record and Show Window*. Display men who have not read this interesting article would do well to do so.



The Convention Is Over

and you're planning your Fall Displays. Don't forget that the kind of Fixtures you select will have a lot to do with the trims you are able to produce.

Order BARLOW FIXTURES

and obtain the best results.
Shall we send our catalog?

THE BARLOW COMPANY

724 Broadway
NEW YORK

79-B Race St.
HOLYOKE, MASS.

78-A Essex St.
BOSTON



Carry the Suspender
that All Men Know —

KADY SUSPENDERS

—the suspenders with the
best known, biggest pulling,
selling feature ever developed
—the Kady

Double Crown Roller

(Exclusive Pat.)

—the device that has made Kady
Suspenders known everywhere as
the one permanently free sliding,
non-binding, shoulder-smoothing
suspender on the market.

The Forehanded Dealer

—will scale up his suspender require-
ments now. It is timely and wise—
and profitable.

Kady Suspenders Retail at
50c and 75c.

Prices to the Dealer—\$4.00
and \$4.25 the Dozen.

Write for our Catalog and
Price List on all kinds of
suspenders, belts and gar-
ters for men. We are makers
of Kady Narrow Garters.

The Ohio Suspender Co.
Mansfield, O.

Makers of all kinds of
Suspenders, Belts and
Garters

Here Are Two New Hat Stands

That we designed for the foremost
HAT SHOPS in this country.



No. 512W.

Artistic design, remov-
able pin, pyramid base.

Heights:

12, 18 and 24 inches.

Price \$1.15 each

Whether
hat stands,
wax figures,
forms or
metal fix-
tures, we
are continu-
ally produc-
ing

"THE
TOTALLY
DIFFERENT
KIND"

The alert
Display
Manager or
Merchant is
receiving
our catalogs
and circu-
lars. Be sure
and send
your name
at once.



No. 511.

Beautiful design base,
heavy stationary, stand-
ard Peerless tilting top.

Heights:

12, 15 and 18 inches.

Price: \$1.25 each.

J. B. WILLIAMS

31 West 4th St.

New York, N. Y.



Look! Mr. Card-

Writer at my August Special

Until Sept. 1st, I will send you a set of 5 of my
famous "Perfect Stroke" Red Sable Show
Card Brushes in sizes 4, 6, 8, 10 and 12, for **\$1.25**

The regular price of this quintet is \$1.60.

This brush is the best design for any type of work. Rush in
your order today. You can't get this bargain later.

Bert L. Daily, Dayton, Ohio

"Perfect Stroke"

For Our Advertisers

New Book for Card Writers

The Book Department of the Detroit School of Lettering has purchased the publishing rights of Jos. T. Aultman's Sign Painter's Handy Book, and shortly will put out an entirely new edition. This book has been out of print for several months and there are hundreds of sign and card writers desirous of securing a copy.

The book is up to the minute in all classes of sign work, giving estimates on board, brass, bulletin, electric, galvanized iron, glass, oilcloth, muslin, tin, wall, wire, windows, real estate, wagon signs, show cards and posters, etc.

§ §

Book on Show Cards

An unusually interesting book for show card writers has recently been issued by Gordon & George of Seattle, Wash. It contains a large number of new and interesting alphabets, layouts, illustrations, etc., that will prove highly instructive to most show card writers. The primary object in issuing this booklet was to demonstrate in an instructive manner the class of work that may be done with a Speed Ball pen which is an innovation among tools for the card writer. This end it accomplishes admirably, as a wonderful variety of excellent work is shown. Much of the work has been done by Mr. Gordon, who is one of the cleverest card men in the country. Other expert artists have also contributed. Owing to the cost of preparing the book it will not be distributed free, but will be given with a set of Speed Ball pens.

The Speed Ball pen has struck a popular chord in filling a long-felt want among pen letterers, namely, a pen that will produce a commercial style of lettering either by the single or double stroke, or outline method, without subsequent trim-up. This is one of the big time-saving features of this pen. Further, the simplicity of the operation appeals to the amateur by showing him better finished results even though mis-directed efforts, than the ordinary lettering pen or brush.

§ §

A Model Store Front

The model store front exhibited at the Panama-Pacific Exposition by the Kawneer Manufacturing Company, whose factories are located at Niles, Mich., Guelph, Ontario, and Berkeley, Cal., is attracting considerable attention, not only for the complete and architectural manner of installation, but because of the prominent location it holds in the north entrance of the Varied Industries building.

Also, the Kawneer store front is exciting a great deal of interest at the exposition because it has been awarded the gold medal. The man in charge is daily receiving a great many calls from people in different states, as well as from the Orient and foreign countries.

§ §

Useful New Fixtures

The L. A. Feldman Fixture Company, of New York, have just brought out a box stand on which a box of any size can be held at any angle by a simple mechanism on which patents have been secured. This is a feature that will be appreciated by the trade. Another new idea of the company is a patent full arm for a full bust, and the arm can be adjusted to any position. The arm will fit into any Feldman figure without the necessity of getting a special arm. This does away with screws, etc. The arms are most easy of adjustment to the figures, and to any position, which will be a convenience that will no doubt receive general attention and investigation.

§ §

Handsome Wax Figures

The remarkable perfection to which the manufacture of wax figures have been brought in this country is illustrated in the splendid specimens that recently have been produced by Irwin G. Culver, 60 East 8th St., New York. Mr. Culver is a remarkably clever artist in wax and his productions have a character and style that is all their own. The faces and features are all modeled from life and Mr. Culver pays particular attention to those little details of conformation and expression that are often

overlooked by wax figure modelers. The finish too is a hobby with this artist and he states that there is almost as much importance in the manner in which a face is finished as there is in the modeling. He says that a mediocre model can be finished to make it look very well indeed, but no matter how perfectly the head may be modeled, if it has not a good finish, it will make but a poor appearance.

Mr. Culver thoroughly understands his business. Before he went into the making of wax figures, he was a designer of patterns for one of the largest pattern houses, and he therefore knows just what lines lend themselves most readily to the draper. His is not the largest wax figure house in America but the work turned out is certainly among the best.

§ §

Perfect Display Forms

Every display man who has experienced trouble in securing the kind of forms he would like to use in his windows, would take a good deal of pleasure in looking over the remarkably fine line of display forms made by the Kindlimann Form Co., 419 Broome St., New York. This is one of the oldest concerns in this line in America and they make a product that is very close to perfection.

The chief recommendation of the Kindlimann forms lies in their wonderful modeling and the natural grace of the figures. They are designed from the most perfect human models that can be obtained and every line is true to nature at her best. Every practical display man will instantly appreciate the immense superiority of these over the ordinary display form, yet they cost no more than the ordinary, poorly modeled forms. Louis Scroud, the president of this company, is the artist who does all of the modeling. He is a genius at this sort of work and his cleverness in this line has long been recognized by such display men as have had the good fortune to be familiar with his work.

Another reason for the attractiveness of the Kindlimann forms is due to their peculiar method of manufacture, as was explained by C. E. Smiley, secretary of the company. They are made differently from the usual papier mache form and the manner of making them insures that each figure must be absolutely perfect. The finish of these forms is also as nearly perfect as has yet been devised.

An attractive catalogue showing the Kindlimann forms and how they are used in the windows of leading New York stores has recently been issued and will be mailed free upon request. The address is the Kindlimann Form Co., 419-421 Broome St., New York.

§ §

Schack's Fall Flower Book

Every display man should have a copy of Schack's Fall Flower Book. It is a great big book with hundreds of handsome illustrations showing all sorts of new and attractive suggestions for autumn displays. This enterprising firm has a reputation of issuing remarkably interesting advertising matter and this new book is without doubt the best that has yet been published by the Schack Artificial Flower Co.

Many of the illustrations show novelties that will be altogether new to the display man. These are the more recent products of Schack's special designers who are constantly working on plans to help the display man make his windows more attractive. A request addressed to the Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, will bring this new book promptly.

§ §

A Novelty in Fixtures

A decided novelty in window display fixtures has just been placed on the market by the Displays Company of 11 Murray Street, New York. It is called the "Trim Any" Display Outfit and consists of an assortment of hardwood rods and discs that can be combined in practically endless ways to make skeleton structures for decorative arrangements.

The basic idea upon which this system of window display is based is so simple and so practical that it is surprising that someone has not thought of it long ago. The "Trim Any" display outfit is especially adapted to the display of small articles and there is no end to the variety of attractive combinations that can be made for showing the thousands of small articles that are carried by the average store.

The price of the outfit is only \$9.50 and for this small



MOST PEOPLE SAY

Ber-Zer Scenic Paintings are good, very good. We are proud to hear this. It's proof that Ber-Zer Scenics have the strength that will increase the selling capacity of your displays.

Ber-Zer Scenics are better than ever, they contain all that's new and beautiful, painted in the soft rich tones so characteristic of Fall.

Let us tell you more about them. Start now; send us your window plans and we will send estimates and sketches with

INTERESTING CIRCULAR GRATIS

Ber-Zer Studio

∴

Dayton, Ohio

Brushes and Supplies for Card Writers—Send for Catalogue
Speed Ball Pens, 5 sizes. Book of Alphabets, Stunts, etc. \$1.00

They're Beautiful

Sample of two Air Brushed Cards
(7x11) made by hand on colored
Mat Board, 25 cents.

SEEING IS BELIEVING

1916—MODEL—1916

**SPECIAL
PRICE**
Next 30 Days

Write or Wire
Our Expense

**Newest Design
G.-W. Display
Form**

These Illustrations
Tell the Story

We are sole Western Distributors of the Celebrated Wax Figures of Gustav Schmidt. We can supply you with the best Wax Figures in the world. We also have the least expensive. Send for our catalogue.

Great Western Fixture Works
616 Medinah Building Chicago

16th ANNIVERSARY ANNOUNCEMENT

FOR 16 years, we have been in the teaching and supply business, giving our students and customers a continued and constantly improving service.

Our "close to the customer" policy has as its highest aim, the buyer's interest and convenience—we certainly *invite* your business—we *want* it—and will serve you well to keep it.

Then too, we are selling our imported brushes, colors, etc., at "Before the War Prices" and have plenty of everything.

My new 1915 (100) catalog speaks for itself. Every show-card writer should ask for a copy.

Fraternally yours,



Chas. Henry
Founder.

Detroit School of Lettering

DETROIT, MICHIGAN

Established 1899



One
of
Our
Many Popular Models

Manufacturers of fixtures, furniture, statuary, artificial flowers, scenic backgrounds, etc. Use our larger outfits with remarkable success for varnishing, enameling, lacquering, painting and finishing their products.

Paasche's 3 in 1 Air Brushes

The Best of Them All

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

TRIMMERS' AND CARDWRITERS' OPINIONS:

Greatest Little Instrument

Gentlemen—I received your Model "E" 2 air brush and am more than pleased with it. It's the greatest little instrument I ever saw and would not be without it. Yours truly,

Derived Much Pleasure and Profit

Gentlemen—I like the brush very much and have derived much pleasure and profit from it. Yours very truly,

By One of the Best in the Business

Gentlemen—Of all the air brushes I have used for years, the "3 in 1" Model "D" Paasche Air Brush fills every test that I have put it to. Do not see how I got along without it. E. J. BERO, Display Manager Burgess-Nash Company

Hundreds Write Likewise

PAASCHE AIR BRUSH CO., Manufacturers
5 South Clinton St. CHICAGO, ILL.
Send for latest circular of complete outfit

investment the display man can secure a set of fixtures that will greatly facilitate his work and improve the character of his displays. It is suggested that merchants and display men write to the Displays Company, 11 Murray St., New York, and ask for circulars describing and illustrating the many uses of this ingenious fixture.

Background Designs

Every display man will want one of the new books of backgrounds that has just been issued by the American Lithographic Company of New York. It is a book intended to show the display man practical and artistic ways in which he can make use of Onyx Paper in his show windows and to this end a number of attractive sketches are shown of backgrounds into which the Onyx Paper is used to a greater or less extent. The sketches have been made by well known display men and will be found useful in planning fall window displays. The book will be sent free for the asking. Address the American Lithographic Co., 19th St. and Fourth Ave., New York.

Some Frankel Suggestions

"Echoes From the Royal Blue Room of the Display Men's Convention" is the name of a booklet written by Charles Frankel of the Frankel Display Fixture Co., of New York. It is intended for display men in general, but can be read with profit by most merchants. Here are some extracts from this interesting booklet:

UPBUILDING OF BUSINESS

The store that puts into every sale a conscience is building a permanent business.

The store that is striving for permanent success can only be successful. The store that is striving for permanent success can only succeed. One can sell once, but it is selling the second time that tells how well you pleased the customer the first time.

The value of a satisfied customer to any store is of more importance than several times the profits made on a single sale.

A store is not just shelves and stock. A good store is salespeople, then shelves, then stock, then satisfaction, then success.

Business today is nothing but friendship that is caused by intelligently stimulating interest. It has to be.

No matter how considerate, how courteous the employee of a store may be, there must be more than this: The store must get the personal friendship of the customer, and hold it.

Friendship is the biggest factor in trade today. Without friends, the store would be a vacant building. Courtesy and consideration are taken for granted by the public today. It requires an experience in a business transaction on the part of the customer to insure his future patronage.

Business is, first, a matter of advertising and getting the customer acquainted; second, a question of satisfied customers and keeping them acquainted.

The ways and means of advertising to get them acquainted are well understood.

But the more modern plans of presenting goods to be sold are comparatively new.

And it is "presentation" today that makes the sale. What concerns the clerks, the salespeople, and all merchants, is how to sell, and sell with satisfaction.

A good clerk is what a good customer deserves, and good salespeople will keep in mind the fact that the stock in trade that pays big dividends is courtesy to customers first, and then selling them and creating permanent patrons by satisfaction.

Successful salesmanship is the fine art of making the customer feel as the clerk feels about the article that is being sold.

And did you ever stop to think that selling in a store depends largely upon the sense of seeing?

Customers are influenced comparatively little by what they hear; they sometimes discount what they read; but they all believe what they see. Proper presentation, backed by the knowledge and intelligent explanation of the goods on sale, plus enthusiasm and convincing personality, creates confidence and makes the sale.

ENTHUSIASM

The biggest word in business today is "enthusiasm." Money will buy, but it takes men of enthusiasm to sell. The store that has for its slogan "Enthusiasm" is bound to win. The one essential element in an organization that must always be present is enthusiasm.

A store management cannot keep up the fires of ambition, the willingness to do, to want to do, without enthusiasm.

But all the enthusiasm in the world will never make a store successful, and keep it successful, with the stock unattractive, poorly displayed.

Presentation is the big factor in business success.

Window display and advertising on the outside are to get customers into the store—to get them to look, to examine.

Inside advertising is proper presentation and personal persuasion. It's this that makes the sale.

The successful store will always keep up enthusiasm among its employees by having some specials on hand that will attract the public.

Enthusiasm soon cools when customers refuse to buy.

There is nothing in the world that will discourage salespeople more than the lack of ability to consummate a sale.

There is nothing that will sell goods quicker and better than enthusiastic presentation while the customer is in the mood to buy.

Enthusiasm is the touch button which connects the current of energy with the wheels of trade.

It is the combination to the safe where the securities are.

It is as essential to business as the hub is to the wheel; around it everything revolves.

Enthusiasm manages the manager, rules the ruler and governs the governor. Wherever you find an organization that lacks enthusiasm, you find a funeral in business.

Wherever you find enthusiasm in business, you find a place where there is a reason for this enthusiasm—trade.

There is a tremendous trade meaning in the words "the psychological moment." There is a time when customers buy, and customers buy only at this moment—that is, when what they see stirs the impulse to make the purchase.

BATTLE OF BUSINESS

Business is an unending battle where the blade of purpose is forever drawn, and, like the army, business has its captains, generals, lieutenants and soldiers, in which discipline, efficiency and organization are the main factors.

Everybody must be on the job, ready for the day's work, equal to the fullest requirements of assigned duties, full of resolve and ambition to make the day a real success.

Help can only be successful, and give the firm the best that there is in them, when the environments are pleasant, when things go smoothly, when they all do their duty, where there is a smile and a kind word, where efforts are appreciated, where the interest manifested by the help is encouraged.

Help want to be encouraged, want to be enthused and appreciated; for only then can you get the best results.

And it is results that count.

§ §

Display Men in Campaign

As a part of a plan to "educate" Duluth and Superior merchants in new methods of window trimming, members of the Twin Ports Display Men's Association will give a demonstration at a special meeting September 30.

At the annual banquet of the association, held at the Commercial Club recently, ideas for increasing co-operation between the "boss" and employees were advanced by various speakers.

Stereopticon views of the prize-winning window displays at the window trimmers' convention and the latest modern draping on newest forms will be shown the merchants. Sign and card writing demonstrations also will be given.

J. E. Hopkins of the George A. Gray Company, president of the organization, presided at the dinner, which was attended by fifteen Duluth and Superior window decorators. Many of the guests gave informal talks. Banquet menus were written on beaver board, used by the trimmers in background work.

A joint committee of Duluth and Superior men was selected to take charge of arrangements for a picnic to be given late in July. Alex McDonald, Ed. Barbo and Mitchell Norski, Duluth, and R. Johnson, Frank Johnson and A. E. Ordquist of Superior are the members of the committee.



We have made Air Brushes, Sprayers and Air Compressors for over a quarter of a Century.
A high grade piece of work requires the best tools made. We make them.
We make them for all purposes, at prices to suit the work for which the Air Brush or Sprayer is to be used.

Send for our General Catalog
The Wold Air Brush Mfg. Co., 716 W. Madison St.
CHICAGO, ILLINOIS

SNOW WHITE WATER COLOR

"REGULAR"
for all
Sign Makers'
Brushes



"SPECIAL"
for all Pens,
Fine Brushes
and Air Brush

"PERFECTLY WHITE AND WORKS PERFECTLY"
"Special SNOW WHITE for pen, brush, or air brush, solves three problems with one magic word. Say "SNOW WHITE."

Booklet sent on post card request
Manufactured by
P. O. Box 578 J. W. JOHNSTON Rochester, N.Y.
Please mention "Merchants Record"

How to Imitate Oxidized Copper

You can imitate oxidized copper on any surface, wood, metal, etc., by my simple method. It is an immediate hit for finishing display fixtures, frames for signs, interior fixtures, store fronts, grilles, columns and 101 things that will suggest themselves. It would take very close scrutiny, indeed, to distinguish it from real oxidized metal—and it can be done on wood or metal. Send \$2.00 today for instrument and my method—and you'll be well pleased.

NELSON RECQUA
811 Center St., Wilkinsburg, Pa.

FOR WINDOWS and BACKGROUNDS USE

**Silk Plushes, Velours, Felts,
Cretonnes, Tapestries
and Sunfast Draperies**

Write for Samples and Prices

F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

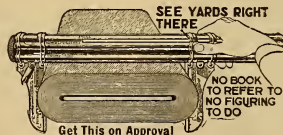
WANTED THE ADVERTISING WORLD

More subscriptions and advertising for

This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to divers lines of trade. Subscription price \$1.00 a year. Stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

TAKE INVENTORY EASY



Measures Cloth, Laces, Trimmings
and Ribbons without unwinding

Putnam's Improved Cloth Chart

Price \$10.00 Parcel Post on Approval
Dept. W THE A. E. PUTNAM CO., Washington, Ia.

The Art of Decorating Show Windows and Interiors

is full of just the practical plans and ideas that Merchants and Decorators want when getting up Decorations for any season or occasion. A Big cloth bound book—over 600 illustrations.

Sent Anywhere on Receipt of \$3.50
All Charges Prepaid

The Merchants Record Co., Publishers
431 So. Dearborn Street, Chicago

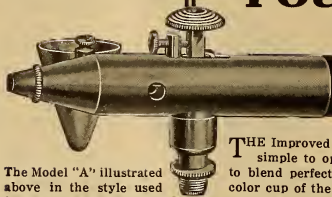
Adjustable Reflector for Show Windows

Especially designed for use with the Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.,
517 Jackson Boulevard, Chicago



You Can Do Better Work With the Fountain Air Brush



The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

BEAVER BOARD WALLS AND CEILINGS



For Many Purposes

A boon for window trimming, Beaver Board has many other uses in your store.

Light, strong, easily-handled, it's just the thing for remodeling or repairing walls, ceilings, partitions, etc. Paint it to fit your decorative scheme.



In your home, too, or any other building in which you may be interested, Beaver Board can be used to advantage in a variety of ways.

If you are going to build, remodel or repair, send for the interesting little book, "Beaver Board and Its Uses." It's free. Ask us also about Beaver Blackboard.

Sold by 9,000 lumber, builders' supply and hardware dealers.



The Beaver Board Companies

U. S.: 631 Beaver Road, Buffalo, N. Y.
Canada: 831 Wall St., Beaverdale, Ottawa
Gt. Brit.: 4 Southampton Row, London, W. C.

Branch Offices in Baltimore, Boston, Chicago, Cleveland, Detroit, Indianapolis, Kansas City, Mo., Minneapolis, New York City, Omaha, Philadelphia, San Francisco, Los Angeles.

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1915 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



SNOW WATER

"REGULAR"
for all
Sign Makers'
Brushes



WHITE COLOR

"SPECIAL"
for all Pens, fine
Brushes and
Air Brush

"PERFECTLY WHITE AND WORKS PERFECTLY"

"Enthusiastic endorsement by Signs of the Times, Economist [Training School, Koester School, Store Equipment & Merchandise, Drygoodsman, and five leading photographic publication editors.]"

Booklet sent on Post Card request

Manufactured by

P. O. Box 578 **J. W. JOHNSTON** Rochester, N. Y.

Please mention "Merchants Record"

We wish to publicly extend our thanks to members of the I.A.D.M. and their friends who visited us during the time of the New York Convention.

Display men and merchants are cordially invited to call at

L. SCHNEIDER

6 Second Street, New York, N. Y.

and inspect our lines of artificial flowers. We carry a large and complete line of flowers, sprays, vines and palms for decorating purposes.

Send for samples and prices.
We do not issue catalogues.

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion. Please remit when sending copy.

WANTED—We require the services of an experienced window trimmer and cardwriter to take charge of 250 feet of modern show windows. Have capable assistance. Apply with references, The Muller Co., Ltd., Lake Charles, La.

WANTED—Dry Goods, Furnishing and Clothing Salesmen to learn window dressing and show card writing. For FREE illustrated catalog write Smeby Bros., Twin City School of Window Dressing, 19th St. and 2nd Ave., South, Minneapolis, Minn.

POSITION WANTED—Window trimmer with 7 years' experience, also can write cards; draping a specialty; age 25 years. Will give references. Will be able to take position about September 5th. Address Box 254, care Merchants' Record & Show Window.

POSITION WANTED—Window Dresser and Card Writer, young man, 27, unmarried, five years' experience with first-class firms, wants place in department store or dry goods lines in Middle West, prefer Chicago district. Strictly temperate and reliable. Will start at \$15. Address "L. L.," care Merchants' Record & Show Window.

POSITION WANTED—Window Trimmer and Card Writer open for position with first-class men's wear store. Must be position where up-to-date methods are employed and in a large town. Can furnish best of reference. Single, age 22. Six years' experience. Samples of work on request. Address Box 255, care Merchants' Record & Show Window.

SPLENDID opportunity for men to learn window trimming and show-cardwriting. Pays \$20 to \$50 weekly. Positions secured. Most practical school. Catalogue free. Easy payments. Twin City School of Window Dressing, 17 South 7th St., Minneapolis, Minn.

CARD WRITERS—Before you order your next brushes, send for our large 48-page catalogue, which is full of valuable information for card writers. Enclose 2c stamp to Desk M. The Card Writers' Supply Co., Galesburg, Illinois.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.



A Revolving Display Table in Your Window

Will Bring Business

Write for catalog of Tables, Counter-shafts, Pulleys, Reducing Gears, etc.

WINFIELD H. SMITH

8 Lock Street

Buffalo, N. Y.

Work Done on the Premises

Renovating and Repairing

SAM. E. GUMBINNER, WAX FIGURE ARTIST

Oil Colorings—Lasting

I Visit All Sections of the United States Semi-Annually

Write Me

Endorsed by the

Display Managers and Window Trimmers Associations

581 W. 161st Street

NEW YORK CITY

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Will You Accept Free The Best Book Ever Published on Decorating Automobiles, Floats and Buildings

Outdoor Decorations Automobiles— Buildings— Floats—Etc.

Remember that "Outdoor Decorations" is published exclusively for the benefit of subscribers to "Merchants Record and Show Window" and will not be sold at any price. Send in your order now and the book will be forwarded by return mail.

THIS book is called "Outdoor Decorations" and contains a collection of more than 100 fine engravings showing the best examples of parade and exterior decoration done by the leading decorators of the country.

If there is to be a parade in your city this summer, you will find this book a gold mine of practical suggestions. It is filled with new and clever ideas for the trimming of automobiles, floats, carriages, halls and the outsides of buildings. The schemes of decoration vary from the simplest to the most elaborate, and any of them can easily be copied by any practical decorator.

If you have any outside decorating to do, this book will prove a wonderful help—you can't get along without it.

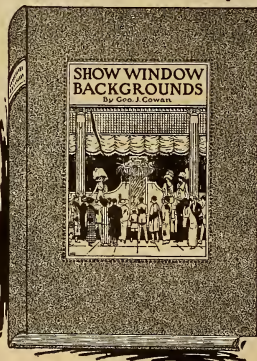
"Outdoor Decorations"

will be sent FREE with every new subscription or the renewal of an old subscription to "Merchants Record and Show Window."

If you are already a subscriber to "Merchants Record and Show Window," send us \$2.00 to extend your subscription one year, and we will forward you free and prepaid a copy of "Outdoor Decorations."

If you are not a subscriber to "Merchants Record and Show Window," send us \$2.00 for a year's subscription and we will give you free and prepaid "Outdoor Decorations" in addition to sending you twelve monthly issues of the only journal devoted exclusively to mercantile display.

**Merchants Record 431 S. Dearborn St.
and Show Window Chicago U. S. A.**



New Window Trimming Book

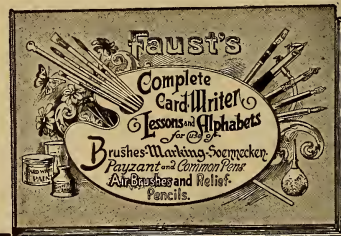
Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

The following is partial list of contents.

- | | |
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| 2 New Year's Windows. | 2 Horse Show Windows. |
| 8 White Goods Windows. | 16 Fall Opening Windows. |
| 1 Lincoln's Birthday Window. | 2 Carnival Windows. |
| 4 St. Valentine's Day Windows. | 3 Halloween Windows. |
| 2 Washington's Birthday Windows. | 3 Thanksgiving Windows. |
| 2 St. Patrick's Day Windows. | 14 Christmas Windows. |
| 8 Spring Opening Windows. | 16 Period Decorations. |
| 12 Easter Windows. | 10 Sale Windows. |
| 6 Decoration Day Windows. | 2 Bas Relief Backgrounds. |
| 6 Fourth of July Windows. | 2 Stencil Backgrounds. |
| 7 Summer Windows. | |
- and a variety of general and special backgrounds, making up a total of over 150 background designs, with a number of small detail drawings. Many of the drawings are in color.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations. Sent prepaid only on receipt of \$1.50. Send your order in today to

Book Dept. Merchants Record and Show Window
431 So. Dearborn Street, Chicago



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover, (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

MERCHANTS RECORD CO.

Book Dept. 431 S. Dearborn St., Chicago



No. 4525 Hydrangea Bouquet

No. 4525 Hydrangea Bouquet. In Autumn colors, pink, blue, orange, red or yellow, with natural prepared Austral Ferns, 30 inches high, complete, each.....	\$ 1.43
Per dozen	14.30
Cut represents three sprays, 30 inches high; per dozen single sprays.....	3 80

A full line of artificial flowers and plants illustrated in Catalogue No. 400, free for the asking. We were not represented at the convention with samples, but **you are** welcome to visit our spacious show room at 61 Barclay St., N. Y.

Frank Netschert Company, Inc.
61 Barclay Street NEW YORK CITY



A NEW era in store window lighting has been brought about by the invention of the gas-filled Mazda "C", commonly known as the Nitrogen Lamp. As is the case with most new things, the Nitrogen Lamp is being used by many people who have no knowledge of its construction and very little concerning its application.

Many merchants who are lighting, or attempting to light, their store windows with the Mazda "C" lamp use equipment designed for a wholly different style of incandescent lamp. It is important that the folly of such attempts be pointed out. Satisfactory results cannot be secured from these or any lamps unless they are used with proper reflectors.

We have just produced two new, powerful X-RAY window searchlights—Jove and Jupiter—for use with these lamps. The shape, corrugations and special high temperature backing of these reflectors conform to the requirements of the Type "C" lamp.

Send for complete catalog

Everything in Store Equipment

Wax Figures that are truly life like are the only kind it will pay you to use.

Papier Mache Forms for all display purposes, everyone conforming with present style requirements.

Metal Fixtures that stand hard usage. They are well designed, well made and perfectly finished.

Wood Fixtures strongly constructed and finished to match your background.

Valances that will work wonders in making your windows attractive.

Silk Plushes in several grades and widths and all colors.

Garment Racks for floor and wall cabinet use.

Hangers in wood and metal for all kinds of garments. Ask for samples.

Catalogs illustrating these items and many more will be mailed on request.



CURTIS-LEGER FIXTURE CO.

237 Jackson Blvd.

CHICAGO

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO



Helpful Helpers

We show here three little helpers that will work wonders with your window displays. You'll find them, along with a thousand others, fully described in our catalog. Better send for one today, it will interest and help you, and only costs you the price of a postal. Send now—you'll find it worth while.

The Norwich Nickel & Brass Co.

Norwich, Conn.

New York
712 Broadway

Boston
26 Kingston St.



Get the People Into the Store Thru Your Show Window

But—even good show window displays require artificial lighting and artificial lighting requires good reflectors. “Pittsburgh” Show Window Reflectors are good reflectors, many merchants have selected them for the best. They have correct designs to light your window most economically—and they *do not cost any more* than what is usually charged for inferior reflectors.

Our experience is your opportunity to secure expert advice on your window lighting. We make a reflector for every need—and remember—we give you just what you want. Ask the merchants who are using them.

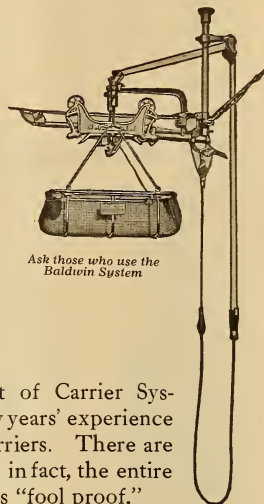
Now is the time to take this matter up for the fall season—don't delay. Our new booklet on this subject is yours for the asking.

Pittsburgh Reflector & Illuminating Co.

3117-3119 Penn Ave., Pittsburgh, Pa.

YOU HAVE TO LIVE

with your Clerks and Carrier System and it is well to have both working smoothly and harmoniously, in order to give your customers quick service, which is demanded in these days of keen competition.



Ask those who use the
Baldwin System

The Baldwin Flyer CASH AND PACKAGE CARRIER

is the highest development of Carrier Systems; a result of over twenty years' experience specializing on wire-line carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "fool proof."

It is the greatest advance in carrier construction in years and when equipped with our

Our Over-Shoot

operates to the second floor into the most remote corner, as it will turn a curve after it gets up there, if necessary; can be sent with great speed easily, and is noiseless.

Our Up-Shoot

is the reverse of our over-shoot. These are the only successful carriers of their kind and require no added expense for power.

Ball-Bearing Wheels

and "no tear" rim Baskets you will have a system with no "come backs."

Baldwin ball-bearing wheels are made right—no oil is required, nothing to damage goods and collect dust.

Investigate the most important part of your store equipment

Do your carriers need overhauling? See what Baldwin can do for you on an exchange. Don't be bothered with defective store service. Baldwin Carriers will give you absolutely the most perfect service possible to obtain.

Write us today

See our latest improvements

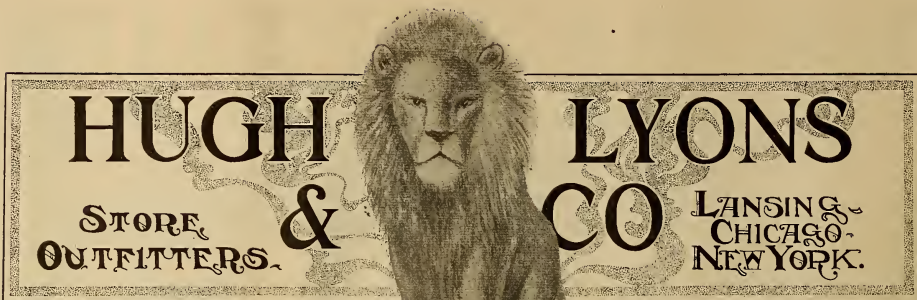
James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office





Lyons "Attitude Figure"

[See illustration on left]

This new figure has proven such a sensation in every way, that we feature it again this month.

This new figure is natural and graceful in its pose, there is a ball-and-socket joint at the waist which allows for special posing of the bust. The legs from the knees down are finished in our special flesh colored enamel. The balance of the form is covered with White Jersey, mounted with a three-quarter head and three-quarter wax or papier mache arms.

Price, as described, including shoes, \$50.00

If you could see this figure you would know why we have been working overtime getting them out to fill orders.

We Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing, Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, Etc.

Write for Catalogues and Prices

Hugh Lyons & Co.

802 East South Street LANSING, MICH.

New York Salesroom: 35 W. 32nd Street
Chicago Salesroom: 313 Jackson Boulevard

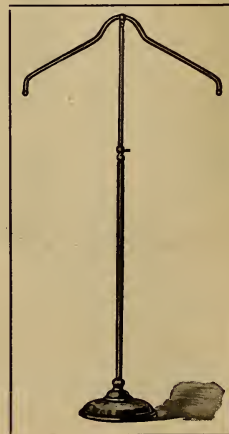
Have you received your copy of latest issue of "COMPLETE DISPLAY" our beautiful new magazine?



This Shirt Waist Display Rack is the newest addition to our line. The top circle revolves on the standard and will hold 50 Shirt Waists.

We make a special hanger for use with this rack which keeps the waists in excellent condition.

Price, No. 949, complete.....\$6.50
Special Hangers, per 100..... 3.50





The Fixture in centre of group above is the No. 235 Fixture trimmed.

A New Fixture

*Have you a
copy of our
catalog?*

No. 235 Fixture is splendid for a centre piece, can be used in connection with other fixtures you have. Stands 62" high, is 22" wide and has 2 movable shelves.

THE OSCAR ONKEN CO.

3727-B Fourth Ave.

Cincinnati - - Ohio



Have You Seen Our No. 89 Catalog?

PNEUMATIC CASH CARRIERS AT LOW COST

BEFORE BUYING
BASKETS or
CABLES
WRITE
US



Our prices on PNEUMATIC TUBES enable smaller stores to install the most modern and economical method for handling cash and charges.

UNIVERSAL PNEUMATIC TRANSMISSION CO.
146 WEST OHIO STREET CHICAGO, ILL.



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No. 690—5½x7 Cards
\$4.00 per Doz.
No. 691—7x11 Cards
\$6.00 per Doz.
No. 692—11x14 Cards
\$8.00 per Doz.
Finished in Nickel, Gun
Metal or Oxidized.

No. 682—\$2.00 per Doz.
6, 8, 10, or 12 inch Stand-
ards Base, 4x4½—
Arms, 7 inch wide
Finished in Gun Metal
or Oxidized.

Our Line of Samples Is on Display at

The Five & Ten Cent Exchange—No. 10 West 20th St., New York City. We also show our lines of Wire Display Racks, Easels, Garment Drying Forms and other Wire Specialties.

Write us for our Window Dresser's Supplement!

J. B. Timberlake & Sons

Manufacturers - - JACKSON, MICHIGAN

CARTERS FAMOUS GREENS for Your Next Displays

Why buy artificial decoratives when you can get the result of nature's best handiwork and get it quick and save money, too? Put life into your window and interior displays this Spring by using the "real thing." Again we say, use "Carter's" famous greens.



SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft.	Price.....	\$4.50
Case No. 2 contains 400 sq. ft.	Price.....	\$3.50
Case No. 3 contains 300 sq. ft.	Price.....	3.00
Case No. 4 contains 200 sq. ft.	Price.....	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen.....	\$1.25
Per 100.....	7.00
Chamaecyp Palm Crowns.....	Per doz. 2.00
Chamaecyp Palm Leaves.....	Per 100 2.50
Sabal Palm Leaves, the large kind.....	Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.	\$2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 sq. ft.	4.00

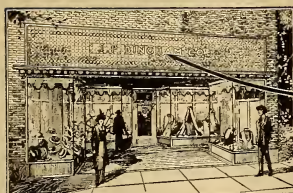
Laurel Festooning, Heavy Grade, 6c per Yard

Prompt service, lower prices and better goods—that's why the demand for Carter's Greens has been steadily increasing. You get good, clean stock, right from the woods. Order filled same day as received. Express Rates Lower Than Ever.

Geo. M. Carter

Evergreen

Alabama



When You Build A New Store Front

Why not profit by the experience of retailers who have installed 40,000 KAWNEER FRONTS--- why not let us help you by making suggestions---by giving you information which has been gained through our eight years in this field.

If you need a new Store Front, you need a KAWNEER FRONT. It's made of either solid copper, brass, bronze or aluminum, made to insure you against paint or repair bills. It is built to keep out dust, and, as well, to ventilate the windows in cold weather. KAWNEER sash allows you to *regulate* the ventilation. Your KAWNEER windows will virtually be one expansion of glass, without the customary columns and other obstruction and KAWNEER is a *complete* construction—not merely a division or corner bar.

KAWNEER STORE FRONTS awarded gold medal at Panama-Pacific Exposition. See our model Front there.

Kawneer

STORE FRONTS

errand boy. See the photographs of other successful retailers' Fronts as well as other suggestions that may fit your condition.

Just a card or note saying, "Send Boosting Business No. 14" and it will go to you without obligation.

Kawneer

Manufacturing Company

Factories
Niles, Mich.
Berkeley, Cal.
Guelph, Ont.

Francis J. Plym, President
Dept. E. 142 Factory St., Niles, Michigan

We have
a branch
near you

552



J-M Lighting Service is an investment in "Prosperity" for You

Nothing creates prosperity so quickly as prosperity itself—and prosperity is shown almost always by appearance. Nothing looks so prosperous as a well lighted store. Nothing lights a store, show case, or show window so successfully and so effectually as the

Frink and J-M Linolite Systems of Lighting

People flock to a "Frink and J-M Linolite" window. They see the color, texture, and value of the merchandise within. The display sells the goods. People like a well lighted store—it is cheery, inviting and prosperous looking. It looks so thoroughly up to the minute in style and equipment.

And the same is true of general store lighting, and here again you may depend on J-M Lighting Service for this equipment. If you desire, we will plan and install the complete illumination of your store whether large or small, just as we have for many of the largest merchants in the country. Write our nearest branch for information—or call up your own Central Power Station.

H. W. JOHNS-MANVILLE COMPANY
New York and all large cities

Last Minute Orders

OUR big organization is prepared to fill "last minute" orders carefully and with promptness. If you need your decorations at once and have no copy of our Fall Flower Book, you can order from these pages and may be sure that the goods will prove entirely satisfactory. Be sure to give numbers and state colors when ordering.



No. 4132. Maple Leaf Spray. A good autumn foliage that combines effectively with any flower. Size, 27x24 inches.

Dozen\$3.70 Gross.....\$40.00



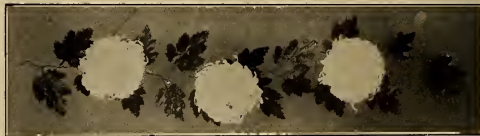
No. 4130. Chrysanthemum Spray. This spray has perfectly made and beautifully colored flowers and good foliage. Size, 21x29 in. State color wanted.

Dozen.....\$2.70 Gross.....\$27.40



No. 4119. Persian Poppy Spray. Fine, large poppies, handsomely colored. Makes a very attractive decoration for fall. Size, 24x20 in.

Dozen.....\$3.50 Gross.....\$37.60



No. 2407. Chrysanthemum Vine. Best made, 1 yd. lengths. State color. Any color to order.

Dozen.....\$2.25 Gross.....\$24.00



No. 4134. Maple Leaf Vine. This is one of the handsomest of fall foliages. Beautifully tinted in reds, browns, yellows, etc. Size, 40x10 inches.

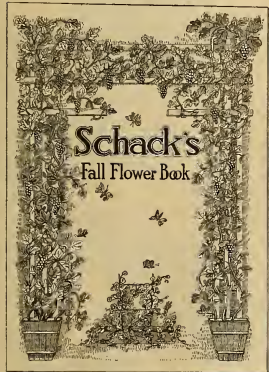
Dozen.....\$1.50 Gross.....\$13.50

Send for Schack's Christmas Flower Book—Ready October 1.

The Schack Artificial Flower Co. 1739-41 Milwaukee Ave.
CHICAGO

Specialties for Fall

If you have not received our *Fall Flower Book*, send for it at once and you will be in time to order and have goods delivered for your fall opening displays. This book contains a wonderful collection of new ideas and in it you are sure to find suggestions that will be a big help in designing your autumn settings.



This is our latest Flower Book and the best we have ever issued. It is 14x21 inches and has a handsome three color cover. It contains over 400 illustrations that will help you with your fall windows.



No. 4309. Giant Chrysanthemum
Flower any color. Foliage fall tints. Flower, 8x6 in.; stem, 36 in.
Doz..... \$ 1.50
Gross..... 15.00

Schack's Xmas. Flower Book

The best we have ever issued, will be ready for delivery on October 1.

It will contain many new ideas you have not seen before.

**Send for
it now.**



No. 4138. Oak Leaf Vine. In variegated autumn tints. Size, 40x9 inches.
Dozen..... \$1.85
Gross 18.80



No. 4120. Poppy Vine. Size, 40x9 inches. Any color to order.
Dozen..... \$2.75
Gross 27.50



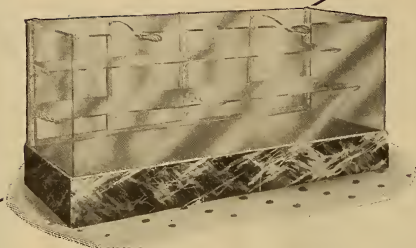
No. 3250. Natural Preserved Oak Vine. In red, green or brown, or all three colors mixed. A fine vine. 40 in. long.
Dozen..... \$2.00
Gross..... 22.00



No. 3242. Lily of the Valley Vine. The flowers of this vine are made up in beautiful autumn tints, or can be made in any other color desired. The foliage is a rich green. Will make a big hit for your fall display, either window or interior decorations. One yard long.
Dozen..... \$2.25 Gross..... \$24.00

You are losing money if you are not getting our Flower Books regularly.

The Schack Artificial Flower Co. 1739-41 Milwaukee Ave.
CHICAGO



Plugging The Leak

The biggest leak in retail merchandising is that caused by goods carried over and unsalable.

Make your stocks move *quickly*—keep your capital working *all* the time.

And don't forget that merchandise displayed in handsome, well-set-up, sanitary

Quincy Special Show Cases

steps lively and laughs at markdown sales.

Catalogue 22 pictures and describes our full line of store furniture for all kinds of businesses. Write for free copy today.

Quincy Show Case Works Quincy, Illinois

Pittsburgh, Pa.,
949 Penn. Ave.

Jacksonville, Fla.,
116-118 E. Forsyth St.

Wichita, Kans.,
301 Beacon Bldg.

Oklahoma City, Okla.,
208 N. Robinson Ave.

Dallas, Texas, 406-408 S. Lamar St.

Lignine (Wood) Carvings —Unbreakable—

THEY are a delight to the display man who wants to put that last effective touch to his work.

Great variety of designs, such as Capitals, Pilasters, Brackets, Rosettes, Shields, Scrolls, Heads, Drops, Corners, Crawlfeet, Etc.



Lignine (Wood) Carvings are used on backgrounds screens, plateaux, and wood fixtures of all kinds. You can finish these carvings in oak, walnut, mahogany, antique copper, bronze, gilded, tinted and painted.



Lignine (Wood) Carvings Never Break

USE THEM OVER AND OVER AGAIN

Cost little too—
Send for Catalog
and Sample—Free

Ornamental Products Company
Detroit, Michigan :: 52 Fourteenth Avenue

Fall and Special Opening ANNOUNCEMENTS

Quickly Made with Newman's High Grade Interchangeable Metal Letter Signs
Made in all sizes, all prices, for all lines. Also Building Directory Boards, Bronze and Brass Signs and Name Plates



The NEWMAN Changeable Sign system consists of a grooved backboard covered with cloth and letters are made of an ivory finished metal, provided with two lugs or grips placed in the grooves of the backboard and are removable and replaceable with extreme ease. Under ordinary careful usage these letters are durable for all time. Letters are made in five sizes, Viz:—¼ inch, ½ inch, ¾ inch, 1 inch and 1½ inch.

We Manufacture the Most Complete Line in the World of Metal Signs, Brass and Bronze Tablets, Name Plates, Display Fixtures, Racks and Stands, Mechanical Window Devices, Advertising Devices, etc.

Write for Our Catalogs

THE NEWMAN MANUFACTURING CO.

NEW YORK: Established 1882 CHICAGO:
101 Fourth Avenue CINCINNATI, OHIO 108 W. Lake Street



No. 5006.

Chrysanthemum Vine of 3 beautiful large chrysanthemums. Illustration shows 3 colors on one vine.
Dozen..... \$2.00
Gross..... 20.00



CHRYSANTHEMUM

12-inch stem, 2 dozen in box.

Dozen..... \$0.35
Gross..... 3.50
Chrysanthemums on Short Stems
Dozen..... \$3.00
Gross..... 30.00

Large Size

Dozen..... \$0.65
Gross..... 6.50

Giant Chrysanthemum
12 inches in diameter

Dozen..... \$1.20
Gross..... 12.00

May be had in any color.
paper flowers are used extensively.
We furnish any flower at lowest Prices.



No. 324A.

Grape Vine in autumn shades.
Dozen..... \$1.00
Gross..... 10.00



No. 321.

Wild Vine, a beautiful autumn effect.
Dozen..... \$0.75
Gross..... 7.50

Order Now

FALL Decorations Are Ready

You have just time enough now to write for our catalogue and plan out your Fall Opening Displays. Don't delay a minute—get the decorations you want in time.

We supply the largest as well as the smallest stores with the best goods at the lowest prices.

Our great success demonstrates our ability to serve you best.

Get Our Fall Floral Book and Circulars

ILLUSTRATED
IN COLORS



No. 326.

Maple Vine in autumn colors.
Dozen..... \$1.20
Gross..... 12.00



No. 5262.

Grape Vine of 9 beautiful large leaves, green, tinted in brown.
Dozen... \$1.35 Gross... \$13.50



No. 323.

Grape Vine in autumn shades.
Dozen..... \$0.70
Gross..... 7.00



No. 325.

Grape Vine. A beautiful large leaf, finely veined.
Dozen..... \$1.00
Gross..... 10.00

L. BAUMANN & CO.

Leading Importers and Manufacturers

357-359 W. Chicago Ave., CHICAGO

IT'S THE WILD SMILAX From the Southland that is used This Season



Near to Nature's Heart Packing Beaven's Wild Smilax

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows.

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1 00
2	200 sq. feet	20 lbs.	2 00
3	300 sq. feet	25 lbs.	3 00
4	400 sq. feet	30 lbs.	3 50
5	500 sq. feet	40 lbs.	4 00
6	600 sq. feet	50 lbs.	4 50

For the reason that it is the most exquisitely beautiful evergreen vine in existence.

Beaven's Southern Wild Smilax

Is an indispensable aid in attractively decorating your show windows. Its long life—its fadeless character, and its show qualities, make it a valuable adjunct to any retail business.

Beaven's Fadeless Green Moss

has been immensely popular everywhere and it really is an ideal covering for Show Window floors. It lends itself to many uses when in the hands of Window Decorators. Mighty effective and especially so when used in connection with Beaven's Southern Wild Smilax.

Beaven's Fadeless Green Moss is shipped in bags containing 100 sq. ft. Price \$4.00, f. o. b. shipping point

	Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft. 10c	\$1 00	\$ 6 00
As beautiful as palms in decorations.	3 ft. 15c	1 50	8 00
CHAMAEROPS PALM LEAVES	4 ft. 20c	2 00	11 00
SABAL PALM LEAVES	25c per doz. \$2 50 per 100		
	Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS	3 ft. 15c	\$1 50	\$11 00
Our native palm plants with their roots removed.	4 ft. 20c	2 25	15 00
SOUTHERN GREY MOSS	5 ft. 25c	3 00	20 00
	25 lbs. sack	\$3.00	

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates

EDWARD A. BEAVEN
EVERGREEN - - ALABAMA



This Will Interest You!

The Latest Foliage GNATT'S AMERICAN OAK SPRAYS

(NATURAL—PREPARED)

For High-class Decorating

Gnatt's Preserved American Oak Sprays are the most beautiful material for decorative purposes—in the Show Window, Store, Church, Hall and in the Home. Unsurpassed as a foliage for wreaths, Garlands, etc. **AMERICAN OAK SPRAYS** are prepared from carefully selected Oak Branches and are Fireproof, Sanitary and Everlasting. Made in Light Autumn Red, Dark Red, Leather Brown and Green.

ASK YOUR JOBBER FOR GNATT'S OAK SPRAYS OR WRITE TO US DIRECT
Sprays 30" and longer, \$10.00 per 100

OVE GNATT CO., Hammond, Ind.



The Latest in Fall Designs of Art Flowers shown in Catalogue No. 329

Write for it

Carl Netscher

ART FLOWERS

12-22 North
Michigan Av.
4th floor Ward Bldg.
CHICAGO,
ILLINOIS

Sport Scarfs and Furs Are Quite the Rage Just Now

Send us your order by letter or wire for a few of these fixtures for correctly displaying your assortment.

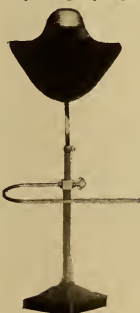


Form for
Showing
Sweater-Coats

Sweater Coats

The form shown on the left is correct in design and workmanship. It is just the thing for showing those silk sweaters.

These fixtures are only two in our complete line of metal and wood fixtures, papier mache forms, wax figures, etc.



Sport Scarf
and
Fur Displayer

We are sole Western Distributors of the Celebrated Wax Figures of Gustav Schmidt. We can supply you with the best Wax Figures in the world. We also have the least expensive. Send for our catalogue.

Great Western Fixture Works
616 Medinah Building Chicago



Use "Artisto" Valances and add "CLASS" to your Store Front

They cost no more than the ordinary kind and you are insured against fading and destruction when cleaning.

Send for our Catalogue and prices or send us a layout of your windows and let us show you our idea of an attractive decoration.

Stock Valances by the Yard at Very Low Prices. :: Headquarters for Puff Shades.

The Window Decorative Works
Dept. K — 1258 W. 4th St., CLEVELAND, OHIO.

Note the Lifelike Features and Pose



One of many models

Artistic Parisian Wax Figures and Forms

PIERRÉ IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

We are exhibiting at San Francisco three scenes representing:

La Terrasse de Monte Carlo.

(THE MONTE CARLO TERRACE)

Le Pesage au Champs de Courses de Longchamps.

(THE PADDOCK AT THE LONGCHAMPS RACE COURSE)

Le Casino de Vichy.

(THE CASINO AT VICHY)

With 60 new models of wax figures especially created for that exhibition.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

Compo-Board for Show Window Backgrounds

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp - paper or card-board.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about Compo-board. Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDAL AVE., NORTH
MINNEAPOLIS, MINNESOTA



GET THE WINNER

These beautiful Jacobean Leg Plateaux—the sensation of the I. A. D. M. Convention. Display Managers' FIRST CHOICE among all wood window display fixtures shown. They saw the rest but BOUGHT THE BEST. Profit by their expert opinion and keen foresight. Beautify your entire windows—show your crisp, brand new styles on these clever, NEW JACOBAN LEG PLATEAUX—but don't HESITATE—BE FIRST YOURSELF. Mail your order.



Send for this 64 page catalogue showing these Display Forms and hundreds of other new ideas in window display by—Polay—America's foremost window display artist. Request on your letter head brings it FREE by return mail.



No. 542 JACOBAN PLATEAUX

18x18 Top, 10 in. high, Price - - \$4.50
18x18 " 30 " " " " 5.50
Also made 14x24 Top, 10 in. high 4.50
14x24 Top, 20 in. high 5.50

Better Fall Windows For You

Be up-to-date—get in touch with our service—it puts you next to all the best modern window display ideas. Send for our JACOBAN CATALOGUE No. 12—it's full of helpful money making window ideas. If you are remodeling or rebuilding your windows, let us plan Polay fixtures to fit them.

POLAY FIXTURE SERVICE

World's Largest Manufacturers Window Display Wood Fixtures

HOME OFFICE: 710-711 MEDINAH BLDG., CHICAGO, ILL.

DISPLAY ROOMS:

63 W. 36th St., New York 1118 Washington Ave., St. Louis 25 Main St., S. E., Minneapolis 310 S. Los Angeles St., Los Angeles

For Your Fall Opening Show Windows and interior decorations there is nothing that compares with Leistner's Prepared Beech and Oak Sprays

(Fire-proof)



Leistner's Prepared Natural Beech

The foliage is grown in this country and is prepared under our own process. This means rich colorings, soft and pliable leaves that will not drop off the sprays, and a lustre only obtained in fresh stock—all this year's crop.

Prepared in Cherry Red, Golden Brown, Tan and Natural Green. Sold by the branch or spray.

We import direct Japanese Roping in Red and Green. Sold by the yard or in wreaths.

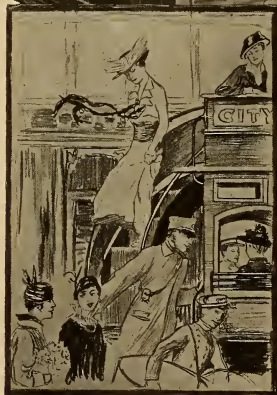
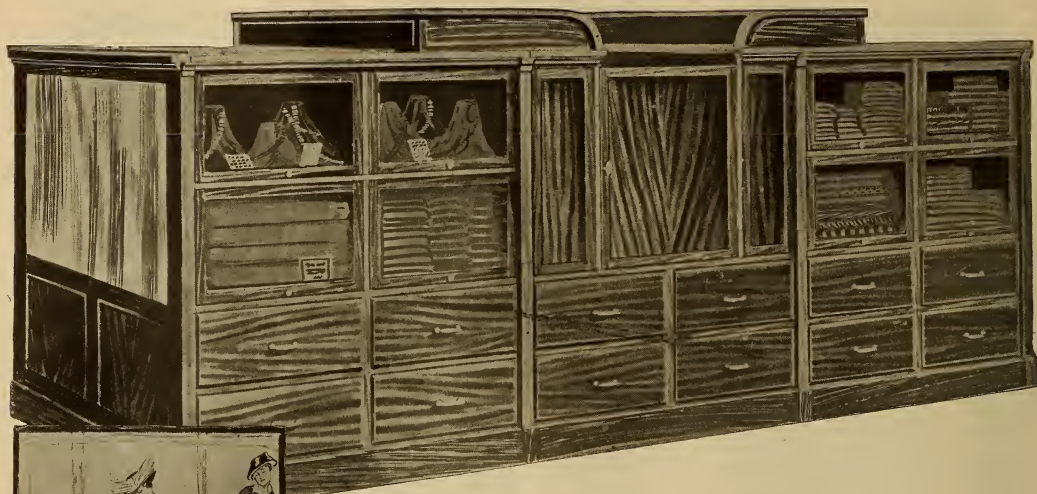


Leistner's Prepared Natural Oak Leaf Spray

Write to us for prices, giving name of your jobber, please

OSCAR LEISTNER

319-321 W. Randolph Street, Chicago



Before You Buy "Future Dividends" Consider the Jitney—It May Change Your Equipment Order to Welch-Wilmarth Interchangeable Units.

You do not need to be told that solid business conditions change almost overnight—that the Jitney's flexibility has put the end to many an "assured dividend" where inflexible tracks and rolling stock tied up immense capital.

What will you want on the first floor in 1917? What will you be selling where the people go by, and what will pull them to the far corner of the store in 1918?

With Welch-Wilmarth Interchangeable Units you have all the style, all the quality look of Fifth Avenue's elegant 'busses in every detail of the store furniture.

And yet, in 1917, if your world changes overnight, you have in them the flexibility of those independent Jitneys. Your store can be redeployed in a new formation, before your built-in competitor can bear to face the situation.

Welch-Wilmarth quality comes from inside. These equipments are built just as good as business efficiency says will pay you from first to last. This happens to be better than good many. It is worth knowing first-hand, and thoroughly, before you put another dollar into store equipment.

Will you write us to tell you what the possibilities are?

Welch Mfg. Co.

7 Lyon Street

New York—20 West 30th St.
Chicago—233 W. Jackson
Des Moines—Shops Bldg.

Wilmarth Showcase Co.

1524 Jefferson Ave.

Grand Rapids, Michigan

San Francisco—576 Mission St.
St. Louis—1118 Washington Ave.
Minneapolis—27 N. Fourth St.

Helena—Horsky Blk.
Pittsburgh—House Bldg.
Boston—21 Columbia St.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVII
NUMBER 3

SEPTEMBER, 1915

Single Copies
Twenty-Five Cents

CONFIDENCE IN ADVERTISING

HONEST ADVERTISING ACTS AS A CONSTANT FOUNTAIN
OF YOUTH TO A RETAIL STORE—IT IS A REJUVENATING
FORCE AT ALL TIMES—DISHONESTY
NEVER FAILS TO KICK BACK

John H. Hobelman

With Nugent's, St. Louis

THERE ARE two kinds of advertising, the boisterous, noisy kind that is attended by clanking bells and red fire that makes us all suspicious, and the soft, easy kind that gains public confidence.

The snow starts to fall—its particles are so tiny it will not hide a finger nail. Yet it keeps coming—its flakes all bound in the same direction until the whole city is blanked in white—there is no big noise, no hallibalo. Yet everyone knows there has been a snow storm, silently and gently it has covered the city. There is no better illustration of the modest plain statement of advertising that wins confidence. Nobody has ridden down the streets backward on the back of a jackass with a sign on his back—yet everybody knows what is doing.

Honest advertising acts as a constant Fountain of Youth to a retail store. It is a rejuvenating force at all times. It imparts a sparkle of life to every part of the business.

Old, worn out methods of doing business, antiquated ideas which clog progress, do not fit in with advertising and advertising seeks them out and shows their weakness in the white light of publicity.

You have doubtless noticed many retail stores which have built up a substantial custom, fall into ruts and gradually lose ground to more progressive and live competitors.

OLD METHODS FALL BEHIND

A steady clientele which has patronized such a store for years continues to do so from force of habit as much as anything else probably, but the

old customers drop off one by one and new customers are not added fast enough to take their places. The store slowly but surely disintegrates from dry rot. The proprietor is suffering perhaps from an inability to assimilate new ideas. His success was due to a certain kind of advertising. He could not have succeeded without it. His methods and ways of advertising were at the time he built up his business correct and fitted his conditions, but conditions change quickly in business life and he failed to keep up with them.

READJUSTMENT NECESSARY

There is but one thing to do, to readjust himself, his business, his advertising (which is after all his personal letter to the public) to present conditions and recognize the fact that his methods, which were correct enough in their time and were responsible for his business success, have out worn their usefulness.

The advertising world at present is moving faster by many laps than any other planet. The retail merchants who are moving with it are building up new business.

The ones who are lagging behind, persisting in old-fashioned antiquated methods, are dooming their business to failure.

DAY OF FAKE SALES PAST

The hand writing is upon the wall—surely and steadily the day of the "Bankrupt Stock," the "Job Lot," the "Mill Ends," the "Fire Sale," the "Clean 'Em Up," is passing away.

It is no longer necessary to tell the buying public that you have kept poor house for a month or two and you are now going to "clean up."

The customer expects a clean house at all times. Well kept stocks complete in every detail, so when she calls there are no apologies necessary, the "clean up" has taken place over night.

The customers sometime get their money's worth in these sales, the trouble lies in trying to

make him or her think they got *more* than their money's worth.

Some such sales have been conducted honestly, but when such sales are "faked," when they have no foundation, in fact, or when, under the manipulation of smart but dishonest merchandisers, the real bargains are mixed with the lot of other and inferior merchandise which the ignorant are liable to buy as the real. When, in short, under cover of what on its face is a legitimate sale, he palms off merchandise that is at least comparatively worthless, condemnation of the store and the advertising cannot be too severe.

For instance, a fashionable ladies' ready-to-wear house suffers a fire loss. The underwriters sell the entire stock to a cheap store, which in its most sensational manner proceeds to whet the public's appetite for a great Bargain Sale. Suits that have retailed for \$30.00 are to be sold for \$15.00. Suits that sold for \$40.00, at \$20.00, etc. Then this merchandiser mixes with this purchase every old dead number in his stock. Further he buys a lot of cheap suits which would regularly sell for \$10.00 and \$12.00 and mixes these in, sometimes even substituting the house label which he acquired at the Fire Sale.

PUTTING IT OVER THE PUBLIC

And when in the crush and the crowd, the sale is over, he has realized a substantial profit—not alone on his fire purchase, but on his mix-ins as well—which brought more than they should from those who had confidence in the house. This merchandiser pats himself on the back for having put one over "on the public," to the great profit of his department. But not so, each suit is in itself a boomerang which recoils with sure and never failing accuracy, smiting upon the head the concern who fosters such a deal. The distrust of the American Indian lurks in the heart of the American born, and surely and quickly he will no longer trade where once the spark of confidence has been removed.

The pleading of a thousand advertisements, the promises of golden opportunities will not turn this dissatisfied man or woman back to your doors.

Confidence is something we cannot measure—we know not its height, its breadth, or its depth, and once lost can never be regained.

Nevertheless all cheap stores are not so conducted, all bargains are not faked, and many really important economies are offered daily by our big stores. Many avenues are open to watchful buyers for effecting purchases on which the consumer really saves handsomely.

If the merchant could only stifle his inordinate demand for bigness and a daily showing of increases, if he ever could experience content with a reasonable showing of a reasonable profit without comparing daily sales with same day last year—if in short, he were sanely honest instead of insanely

greedy—the abuses mentioned before hand would, to some degree, cease.

A firm may be ever so big, they may be housed in giant masses of granite and steel, they may do so many millions every year, they may be a fiscal force in the community, yet the inevitable logic of environment holds them to a certain plane in life.

Marble wainscoting, mahogany fixtures, scintillating lights, art windows, floors, counters, signs, window displays, all are evidence of lavish outlay, expensive operation and striving for effect. Yet they are all as inevitably cheap as befits their sphere of operation. All the granite and steel in the mines of the world will not make a cloak under which the "Bunk" merchant can manipulate his slight of hand performances on the public.

CLASSIFYING THE PUBLIC

Have you ever thought of the class of people the advertising man must tell his story to through the columns of the daily press? They are divided as follows:—

Thousands of foreign laborers and their families, who can read glaring price figures, but whose literary taste ends there.

Thousands of native laborers and families, who are too deeply absorbed in tongue and oxtail soup trying to make both ends meet, to give heed to any more than the price for Willie's pants, the shoes for little Mary or the 20 pounds of sugar for 98c.

Thousands of clerks and the army of indifferent employed hangers-on of the industrial world, always on the move and never more than a week's pay to the good.

Thousands of families, sturdy, frugal, saving, putting every dollar into the savings bank and supplying even a crying need only when a chance is offered to supply it with a bargain.

Other thousands who could spend more than their immediate needs, but whose incomes are swept away in amusement and refreshment facilities of a great city.

Thousands of the society folks whose ideas of style and price are almost a world of their own.

To these thousands the daily message must be sent (the appeal for business). Truly we say he is a master of words who can talk to all, and truthfulness is the only word which will gain their confidence. The proper support to give the advertiser is "truth." The truth about the article, the truth as to the purchase, the truth as to your expectation, the truth as to the actual worth of the material and he in turn will build a truthful story to the public.

One of our most noted men, upon receiving his degree in Harvard stated that in 50 years in the business world, he had never found a place where a lie could take the place of truth. Falsehoods always "backfire."



Plate No. 9250. A Special Interior Decoration by Robert Driscoll for Wm. Whiteley, Ltd., London.

This display was made on the occasion of the Whiteley Jubilee, which took place a year or so ago. The large globe in the center shows the various countries of the world from which this store draws its customers, a fact which justifies the firm's use of the words, "Universal Providers." Each floor was outlined with artificial flowers, the first floor with blue and white corn flowers, the second with pink and red

carnations, and the third with mauve and white hyacinths. The fourth floor was carried out in a similar manner to the first. The centerpiece was a large artificial tree and autumn foliage, with large branches of rambler roses, and palms and natural plants in suitable positions on the various floors. The laurel festoon was made of natural leaves. This made an exceptionally handsome interior decoration.

Japanese Show Window Journal

THERE is a new show window journal in the field and a very creditable one it is. It is a monthly by the name of "WINDOWGAHO," and is published by Windowgahosha, Yanagicho Kyobashiku, Tokyo, Japan. Not being entirely familiar with the Japanese language, we were unable to learn the price or terms of subscription. This information, however, will no doubt be furnished to our readers upon re-

ceipt of a request sent to the above address. While the average American display man will not be able to get much information from the reading columns of "WINDOWGAHO," the journal is well illustrated and pictures are the same in all languages. A considerable number of photographs and sketches from the MERCHANTS' RECORD AND SHOW WINDOW have been reproduced in the first two issues of our Japanese contemporary.



Plate No. 9251. Display of Indian Suits by Al. Wollenberg for Roos Bros., San Francisco, Cal.

This is a clever idea for a display of children's play suits. Every youngster likes to play Indian and Cowboy and here is a setting that shows not only the clothing

but everything that goes with it. The details of the picture are sufficiently clear as to need no description. The window attracted many interested observers.



Plate No. 9252. A Hallowe'en Display by B. H. Logan for the Holmes Co., Wichita, Kans.

This is a good setting for a Hallowe'en display. The decorative centerpiece was decorated with cut-out witches riding brooms and across the top was a frieze showing a procession of hobgoblins. Autumn foliage was used over the framework. Wood fibre roping also was used

to good advantage. Several jack-o'-lanterns were used and the show card was in the shape of a big pumpkin head. Suits and overcoats were shown in connection with other appropriate accessories. A long piece of plush extended irregularly across the floor.



Plate No. 9253. A Fall or Winter Setting for Suits by J. P. Bain for the Authier Style Shop, Sioux City, Ia.

In designing this display it was the idea of Mr. Bain to make a setting that would serve for both outdoor and indoor wear. This he succeeded in doing by making a

doorway or opening through which the interior of the house could be seen. Outside, the scene was decidedly wintry. The swept path produced a good effect.



Plate No. 9254. A Fall Opening Display by R. J. Fuellerman for T. A. Chapman Co., Milwaukee.

Here is shown a very effective fall opening display in which a waist, a gown, a hat, and a few accessories were the

only goods shown. The foliage at the back consisted of ferns, series of windows trimmed in the same general style.

GREATEST DISPLAY CONTEST

THE RICE LEADERS OF THE WORLD ASSOCIATION CONDUCTS
A WONDERFULLY SUCCESSFUL COMPETITION IN
WHICH THE PRIZES AMOUNT TO FIFTEEN
THOUSAND DOLLARS

MANY important window display contests have been conducted during the past few years but there has never been one that, in its significance and far reaching results, can be compared with the competition held under the auspices of the Rice Leaders of the World Association in which prizes amounting to \$15,000 have just been awarded to more than four hundred successful contestants. Not only in its scope, but in its purpose was this contest different from others.

Most window display contests have been planned solely with the view of advertising and selling certain products. The chief purpose of the Rice Leaders' contest was to impress upon the public the significance of the emblem of this association. This is the emblem of business honor and it stands for the honor, quality, strength, and service of those manufacturers whose names constitute the membership roll of Rice Leaders of the World Association. The idea back of the contest was to present this emblem to the public in a show window in which were displayed the products of one or more members of the association. That this purpose was accomplished was evidenced by the immense number of photographs submitted.

There were many thousands of photographs submitted and they came from nearly every country on the globe. They came from the largest metropolitan department stores and from the smallest rural stores. In the United States there was hardly a town big enough to support a store, that was not represented in this far reaching competition. And among the vast number of pictures submitted might be found the work of nearly every prominent display man in America.

Previous to the window display contest, the Rice Leaders' emblem had been widely advertised through mediums of national and local circulation and its meaning had been made known in this way to millions. It remained for the window display contest, however, to reach many other millions who could be reached in no other way. There are some who may not read magazines or even the newspapers, but everyone who lives in a civilized community looks into a store window occasionally, and there were so many of these windows that it is safe to say that there are today comparatively few persons able to see and read who do not know the shield of the Rice Leaders of the World and what its quarterings stand for. Such is the power of the show window as an advertising medium.

That this contest will have a broad and lasting tendency toward the betterment of window display in general there can be no doubt. Many merchants who heretofore had paid but little attention to the possibilities of their windows were spurred by the prizes to make a real effort at good display and, once started, they are more than likely to continue in their efforts.

Naturally in so great a contest, the judging of the pictures was a difficult matter, not alone because of the large number of entries, but for the reason that so many were of almost equal merit. The judges, however, had all had much experience in such matters and the awards were all made at last, after each entry had been considered and compared with the utmost care.

THE FIRST PRIZE

The First Prize of \$2,000 was awarded to Thomas McBride, Troy, N. Y., upon a display of the product of the Chalmers Knitting Co. The winning window is reproduced here. It is a simple, direct showing of this line of underwear in which the display man has brought out characteristics in an admirable manner through the use of small papier mache figures representing the various sports. The garments worn by



A PRIZE OF \$2,000 WAS AWARDED TO THOMAS McBRIDE OF TROY, N. Y., FOR THIS DISPLAY.

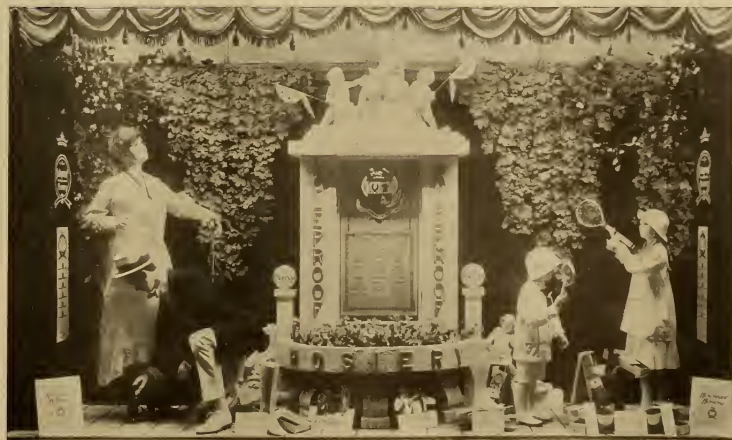


THE SECOND PRIZE, \$1,000, WINDOW BY STAMBAUGH-THOMPSON CO., YOUNGSTOWN, O.

these figures were all made from Porosknit material by the display man. Each figure stood upon a pedestal that was draped with Porosknit fabric. The emblem of Rice Leaders Association was shown prominently in the middle panel of the background and one of the association's banners was displayed at each end of the window. Plaster relief decorations were used to give a slight decorative effect to the panels of the back and ends. There are few men who could pass this window without stopping and everyone who stopped could hardly fail to receive a very definite idea as to the desirability of Porosknit underwear.

The Second Prize of \$1,000 went to the Stambaugh-Thompson Co., Youngstown, Ohio, for a display of

the goods of the Winchester Repeating Arms Co. This display we have also reproduced. It is one of the most realistic "picture windows" that has ever been produced and is a display that tells a story calculated to quicken the pulse of every real sportsman. The display man has secured an illusion that is almost perfect. In the foreground were two hunters with a canoe. A moose has been sighted in the distance across the lake and one of the hunters has stepped into the stream and is steadying himself for a shot. To give the idea of depth to the water in the stream on the foreground, a log has been carefully split in two and laid on the flat side to make it appear half submerged. Every little detail has been handled so care-



THIRD PRIZE, \$500, DISPLAY BY CARL W. AHLROTH FOR THE UNION, COLUMBUS, O.



FIFTH PRIZE, \$250, WON BY ENGLAND BROS., PITTSFIELD, MASS.

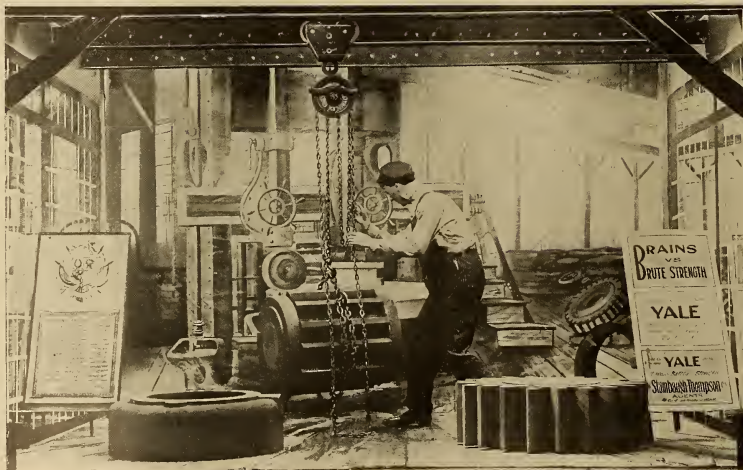
fully that it is difficult to tell where the natural leaves off and the painted scenery begins. This is a masterpiece of window composition that holds its unity throughout. Two rifles were used as supports for the Rice Leader banner. And, along the bottom of the glass is the last touch, the title—"The Call of the Wild Means a Call for the Winchester."

The Third Prize of \$500 was won by a window by Carl Ahlroth for the Union Company of Columbus, Ohio, showing Holeproof Hosiery. It is a remarkably good piece of window designing and the workmanship leaves nothing to be desired. The family group of four figures illustrates admirably the phrase "For Men, Women and Children," that is always used in connection with the advertising of this brand of hosiery. At the top of the centerpiece is a group of four figures each carrying a banner and together representing the four quarters of the Rice shield—Honor, Quality,

Strength and Service. This modeling, as well as all of the rest of the work in the window was done by Mr. Ahlroth.

The Fourth Prize of \$250 was won by the Odell Hardware Company of Greensburg, N. C., with a window showing the product of the Coldwell Lawn Mower Co. This is an advertising window that tells a story through the cleverly designed setting and a single show card, that no printed advertisement could tell half so well. The posing of the figures is too obvious to need explanation. The wording on the show card is: "Thanks! I don't need any assistance—it's a Coldwell mower."

The Fifth Prize of \$250 was won by a particularly attractive display by England Brothers, Pittsfield, Mass., of the stationery of Eaton, Crane & Pike Co. The decorative scheme used in this window was remarkably tasteful and slightly and the story was told



THIS REMARKABLE DISPLAY OF A CHAIN HOIST WON EIGHTH PRIZE OF \$250.

by the two figures—one at each end of the large window. At the left was seated a pretty woman dressed in Colonial style and writing with a goose-quill at an old mahogany writing desk such as was used by our great, great grandmothers. A banner above the desk



THE FOURTH PRIZE, \$250, DISPLAY BY ODELL HARDWARE CO., GREENSBURG, N. C.

bore the words: "One Hundred Years Ago. Crane's Papers were already considered Leaders of the World." At the opposite end of the window was seated a woman in modern dress, writing at a modern desk. The Banner on this side read: "Today Crane's Linen Lawn is the acknowledged Standard by which all other papers are judged." The remaining details of this display are self explanatory.

The five pictures which have been described and the several others that are reproduced will give some idea as to the remarkable variety of the work submitted. It is to be regretted that a lack of space forbids the publication of more of these excellent dis-



TWELFTH PRIZE OF \$250 AWARDED TO W. L. HOFFMAN AUTOMOBILE CO., OMAHA, NEB.

plays in this issue. Others will appear, however, in future issues.

The Rice Window Display Contest developed the interesting fact that there are various products that are never seen in show windows but which might be displayed to excellent advantage if a serious attempt

were made. For example, the Eighth Prize of \$250 was won by a window display of a chain hoist. To the superficial thinker, there are but few things that would offer less opportunity for a show window display than a heavy steel chain hoist. Nevertheless, the display man of the Stambaugh-Thompson Co., Youngstown, Ohio, demonstrated that a chain hoist can be made the subject of a highly interesting show window display. The background and ends of the window were scenic paintings cleverly drawn to suggest the interior of a machine shop and in the foreground was a wax figure dressed as a workman operating a chain hoist to lift heavy castings. The hoist was suspended from an imitation steel track at the top of the window and was lifting an immense casting of a gear from the floor. Other big castings were lying about on the floor.



THIRTEENTH PRIZE OF \$250 AWARDED TO DAVIES-LEVETTE CO., SAN DIEGO, CAL.

The painting was so well done and the details of the window and posing of the figure so cleverly handled that the effect was wonderfully effective. The title of this display as suggested by a show card, was: "Brains vs. Brute Strength."

§ §

IF ANY MERCHANT is doubtful as to how much his show windows sell, let him put some special bargain in a window and a card with the price and the place in the store to find it. Then take another article and advertise it in the newspapers. Compare the results and it will be found that the window will outsell the advertisement every time.

§ §

IN VARIOUS localities peddlers have been selling to women what they claim to be the salvaged stock of a steamer by the name of "Sultana," and claiming to have a connection with a big New York commission house. Investigation has shown these men to be fakers, as a ship of the name given has not been wrecked during the past ten years.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

WITH THE approach of cooler days and nights, the student in cardwriting naturally feels more like working. Comment has been freely made in these columns that the average beginner, rarely, if ever, likes to use a lead pencil. Just as soon as you learn to sketch perpendicular lines, circles and ovals with a pencil, just then and no sooner can you make them with a brush.

Take a pencil and rule a single line. Try sketching ten circles the size of a silver dime from memory. Then when through, place a dime over each circle and see how near you came to it. There are few amateur cardwriters and display men but who can afford to practice to perfect the roman alphabet.

Take the millinery card for example. Here is single stroke roman brush letter made with a number five rigger. It looks good and is easily made.

The fall overcoat card is also single stroke roman with the same brush. The neckwear card shows a slant knock-out letter. The autumn shirt card shows a single stroke squatty roman.

The foregoing cards are all made on grass weave, heavy cover paper.

The two white cards show types of cards which can be made with the ball point, speedball, plug or payzant pens, though with the last named the effect will vary a little for the reason that this pen does not respond to pressure.

In making letters on this order I would also

advise you to learn to sketch formations with your pencil.

In the October issue we will take up stencil cutting as applied to holly cards and show illustrations of air brushed effects.

Few articles in any trade journals ever pay much attention to sign painting. By sign painting I do not mean to imply the term in general, but rather, the little things which the display man or cardwriter is often asked to do on muslin, oil cloth or section markers on boards, throughout the store.

I realize that there must be by this time thousands of young men who have a little experience with japan colors, oil colors, lettering bronzes and other things which clearly belong to sign painting, but which they have to use occasionally and get away with it.

Any readers whose work compels them to use oil or japan colors will confer a favor on the writer if they will write, stating any particular troubles they may have experienced or points upon which they would like information.

Cardwriting is no longer an insignificant vocation. The trade is getting strong enough to make its needs known and this suggests some little things that would benefit many of us.

For example, maybe many of you have two or three air brushes. If so, did you ever stop to think how nice it would be if the makers would have a nipple of uniform size and thread so that you could

Velvet hats
for early autumn



Charming models
attractively priced

Second floor

New
Autumn Shirts

\$15.00

FALL OVERCOATS

interchange any model instantly without taking the nipple out of the tubing?

Again, out of the mass of conflicting sizes of red sable brushes on the market, think of the improvement it would be if ferrules were made on a standard size according to the metric system.

Type was as badly jumbled at one time as brushes, and the type foundries got together and gave us standard type.

We speak of camel hair brushes. Yet there is no such a lettering brush made. What we commonly call camel's hair is squirrel hair and all the camels living or dead since the time Noah put the original pair in the ark couldn't produce as much hair as is sent out of France and Germany in a single year.

Not only that, but the next time you go to Ringling's circus look over a camel and see what you think of him as a brush making auxiliary.

Take black sable for another example. Catalogs of the world's greatest art stores say, "We do not handle black sable because it is much more expensive and gives poorer results than red sable."

Yet pure black sable brushes are offered at half or less than half the price of red sable. Why? Simply because they are not black sable at all, but made of the hair of the civet cat.

Special
Smart fall neckwear
50¢

The time is coming—coming fast—when national laws will protect us in these things—when merchandise is going to be stamped as undelibly as a twenty dollar gold coin leaving the mint. There may not be much in this but inasmuch as it is easier to catch a camel (if you can find one) than a squirrel, the odds are a squirrel brush ought to be the best—so why not drop the camel's hair?

As to the civet brush, it can be truly said that it does suit a great many.

There is one thing I desire to call your attention to in the making of single stroke roman, and that is to work on the end of your brush and to use color that "drags" a little. The prepared colors are a little too thin for accurate roman work. You must get some of the solid meat out or pour off some of the liquid and save it for thinning.

§ §

IN OUR LAST ISSUE, under one of the cards that I won first prize in the "Brush Lettered" class, we printed the name "George Jacoby," as that was the name which appeared on the back of the card. It has since been discovered that this name was a *nom de plume*, and that the real name of the maker of this card is George J. Skinner, with A. E. Ruggles, clothier and furnisher in Middletown, N. Y.

Favored styles
Women's Tailored Suits
\$17⁵⁰

The last word
in men's shirts for fall—
PLAIDS—and our line
is complete

A FRENCH ROOM

HOW A DINGY AND UNUSED CORNER MAY BE CHANGED INTO ONE OF THE MOST ATTRACTIVE SPOTS IN THE STORE—MAKING WASTE SPACE SERVE A USEFUL PURPOSE

J. A. Moore

With Graham-Sykes Co., Muscogee, Okla.

HAVE YOU a dingy, unused corner any place in your store—preferably close to the suit and gown section—and does it happen that you have no “French Room”? If so convert the dingy and unused corner into a French Room. It can be done easily as the accompanying picture shows and the cost need not be great. The corner I used in making the little room illustrated was 12 by 14 feet in size and was previously used for kimono and house dresses which were hung by 2's were painted carefully with the very best of

gold bronze. The composition board that formed the walls and ceiling, the moldings that held the glass and the 2 by 6 pieces on top that form the cornice were finished in white. The wooden parts were enameled and the composition board was painted with white cold water paint. The chairs and pedestals also were all done in white and gold.

The picture gives an excellent idea as to the design and structure of this room. This picture was made on a “color plate” which the writer finds to be by far the best for photographing colors. The cost of the materials used to make this room did not exceed \$125.00 and the increase in sales because of this attractive setting paid for the whole thing in a few months.

In this store evening gowns are shown in the French Room and the beauty of the surroundings com-



A FRENCH ROOM DESIGNED AND BUILT BY J. A. MOORE.

on racks—it is now the most attractive feature of the second floor.

All of this room was built by the writer. It was made of 2 by 2-inch pieced and composition board and was finished throughout in white and gold. The little window at the sides of the entrance were carefully constructed and were illuminated by lamps and reflectors on the inside. The fronts were of plate glass. The ceiling was laid out in squares made of 2 by 2's and in the center of each of these squares was placed a frosted electric lamp. The doors were made of 2 by 2 pieces in lattice effect and 2-inch cube blocks were placed in the corners of the squares where they were glued and nailed.

The doors and all of the wood work made of 2

by 2's with the effective lighting arrangement are a big help in selling the gowns as they are shown under practically the same lighting conditions under which they would be worn. Even from a decorative point of view it has proved well worth the money. Most of the large city stores have rooms of the same general character as this one, although they are much more elaborate affairs. They are used to show French lingerie, bridal outfits, etc. They have the double advantage of adding distinction to the merchandise shown in them and affording a little seclusion to the customer who wishes to take her time in making an important purchase.

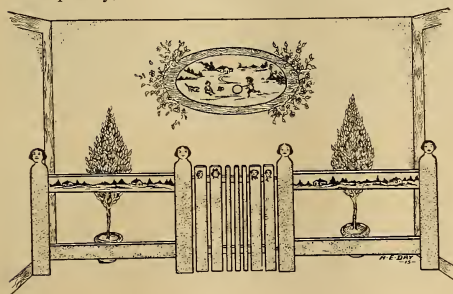
In most stores will be found a space where a room similar to this one can be built at a moderate expense.

Such a room will prove a considerable asset in selling certain lines. Furthermore, it will prove a novelty that will appeal to most women. There are many ways in which a French Room can be built and the cost can be almost anything the merchant cares to pay.

X X

Shoe Displays

ONE AFTER ANOTHER the big manufacturers and national advertisers are arriving at the realization that the retailer's show window is a selling medium well worthy of the most serious consideration. Consequently, more and more manufacturers are mak-



A SCHOOL SHOE SETTING.

ing serious efforts to secure the co-operation of the retailer in the matter of window display. One of the more recent additions to the ranks of manufacturers who have established window display departments is the Brown Shoe Company of St. Louis. This company has established a window display service that is under the supervision of A. E. Day who has had considerable experience, both as an artist and a display man. Mr. Day has been connected with the window display departments of a number of big department stores in St. Louis and other cities. Herewith are shown two of a series of window settings that have been designed by Mr. Day for the Brown Shoe Company. He tells about them as follows:

In the past many retail shoe dealers have been more or less careless as to the use of their windows but they are now beginning to realize fully the value of high class displays. They now realize that in these days of stiff competition they must put forth their best efforts if they expect to keep to the front. They appreciate that in order to gain and hold their share of the business, they must make their show windows as attractive as possible and develop their selling possibilities to the utmost. In the shoe window, the effect of the display depends to a great extent upon the background as naturally there must be more or less sameness as to the handling of the merchandise.

The two small sketches shown in connection with this article are adapted to shoes and either can be built at small cost by any display man. The setting for children's shoes is to be made with four posts at the back. At the top of each post is fixed a doll's

head. The head is to be fastened on and then the joint is to be concealed in such a manner that no seam is visible and the head appears as part of the post. Placed near the top of the background is an oval that serves as a frame for an appropriate scenic painting. The upper rail of the fence is also painted. If paintings are not easily available a strip of wall paper border can, no doubt, be found that will serve the same purpose. Back of the fence may be placed two small trees in tubs, or vases of flowers may be substituted. This is a simple setting, but a good one for the purpose.

The other design was sketched for a display of men's or women's shoes. It consists of a centerpiece with a floral piece in a stand or basket at either side. The centerpiece has a middle panel of lattice work that is intertwined by a grape vine and at each side is a painted panel in autumn colors. The frame work may



A NEAT BACKGROUND DESIGN.

be finished in wood-grain or onyx paper or a combination of the two as is suggested in the sketch. Naturally this piece is subject to a great deal of variation in the matter of finish.

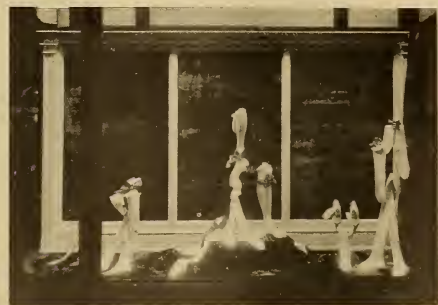


Plate No. 9255. A Hosiery Display by H. H. Tarrasch for F. & R. Lazarus & Co., Columbus, O.

Although entirely simple, this made a very satisfactory setting. The framework was pure white and this contrasted strongly against the dark velour that was used to cover the panels and floor. The hosiery showed up beautifully.

NOTES FROM NEW YORK

JAPANESE GOODS TO FRONT—ARNOLD CONSTABLE & CO.
MOVE—NOTABLE WINDOWS AT SAKS—BOSTON
STORE HAS A SERIES OF INTERESTING DISPLAYS
ON ONE-HUNDRETH ANNIVERSARY

F. F. Purdy

THE PREDICTION is quite freely made that as the fall season proceeds, and from that time on, we shall see a growing use and display of the products of the Orient, especially China and Japan. Not that this is a development consequent upon the war. It started a year or two ago, and has been gathering force gradually ever since. But the shutting off of so many sources of supply because of the war will doubtless tend to give this promotion of the sale of Japanese and Chinese goods a further marked impetus. Vantine's is always on the alert in the display and sale of this merchandise, as this is its specialty. Wanamaker's rotunda and windows have had many strong displays of this kind. The foreseeing of the trend of the times a long distance away doubtless led to Wanamaker's dispatching Messrs. Bird and Talley, their New York and Philadelphia display managers, on their recent trips to the Orient. Now we see a Jap as a member of the staff of Mr. Allert, at Macy's, who is familiar with the wares of his native land, and who appears to be getting his hand in well in displaying goods in the windows. It will be worth while watching this trend toward Oriental merchandise and see whether, under the conditions of war in Europe, the predictions of the rapid growth of distribution and sale in this country will be realized.

ARNOLD, CONSTABLE & CO. MOVE

The new store of Arnold, Constable & Co., at Fifth avenue and Thirty-ninth street, is almost ready for occupancy, and the firm will move into it October 1. They have been taking advantage of the prospective removal for several months by advertising a removal sale. The new quarters will not be nearly as large as the old, for the wholesale business is being relinquished, to concentrate entirely upon the retail. The construction of the windows of the old store was such that there was no attempt at anything like modern window decoration. Aside from the large windows on Fifth avenue there will be some nine windows on Thirty-ninth street, and in its new home Arnold, Constable & Co. will show their goods like other houses. Its clientele has been one of the most exclusive in the city, and somehow the policy of the house has not embraced the idea of elaborate—or other—combination displays of merchandise to attract customers. But exclusive customers pass on, like all others, and a down-town location forbids their being replaced. The up-town move on the part of this firm—one of the oldest and most respected in New York, was imperative.

Aside from Wanamaker's, Hearn's is the largest house remaining down-town. There have been rumors from time to time that this or that plot of ground in the up-town shopping district had been acquired by the house of Hearn. But not so. Down on Fourteenth street they remain, easy of access by the people from Jersey and Brooklyn, as well as New York, that they serve, and who are looking in great degree for values, in which Hearn's excels. H. L. Bear, the display manager at Hearn's keeps the windows full of strong displays of merchandise,



Plate No. 9256. A Series of Displays by the Tamonten Art Gallery, Tokio, Japan.

This picture shows a series of three excellent displays, or rather three decorative schemes for the merchandise itself, and is of such a highly artistic character that it blends into the general scheme of decoration rather than exhibits itself as merchandise. In the section at the right is a screen effect

made of large sections of bamboo with openings at intervals, in which sprays of flowers were placed. The middle section shows a long folding screen for a background, with bronze flower pots shown in the foreground. The section to the left is similar to the middle one, showing flower boxes and baskets.



Plate No. 9257. A Black and White Display by E. J. Berg for Burgess-Nash Co., Omaha, Neb.

Here is shown an exceptionally clever display of black and white. Mr. Berg has used every discretion in designing this display and has secured a highly artistic effect. To give a bit of color, which is so essential to a display of black and white, he introduced flowers in ornamental vases placed against the four columns at the background. It was Mr.

Berg's original intention to cover the floor with squares of black and white, and these had all been prepared. However, as soon as he began to place them on the floor it was evident that they were "too much of a good thing" and they were left out. All of the merchandise shown was black and white. The picture does not do this display justice.

with free use of price tickets. Mr. Bear sometimes takes a hand at merchandising, assisting a buyer now and then, and takes care of his windows with a keen eye not only to the general effect, but to secure an impressive display that will move the goods.

ECHOES FROM THE CONVENTION

The impressions of the convention blankets everything connected with the display manager's department in interest. The features of interest and education connected with the convention made a deep impression that will be in evidence in the trade for a long time, not only in New York, but in as many cities as sent delegates. It is more apparent that the domain of the display manager is extending all the time. He goes further afield to keep abreast of the latest developments in styles, materials, artistic tendencies, etc. "Where is Mr. —?" was asked of an assistant. "Why, he is up at the Ritz-Carlton, at a fashion show," was the reply. This fashion show, by the way, was put on by a manufacturing concern producing pile fabrics for cloaks, coats and suits, the garments being shown from the stage by living models. President Edgell, of the I. A. D. M., is on a vacation at this writing, after the strenuous sessions of the convention, for the last two weeks of August.

The buyers of the Greenhut Company are looking at fall merchandise at this writing, and the boys are over in the warehouse getting ready for the exhibits in connection with the food show that comes the first of September. On August 28 final arrangements for the reorganization of the company will be submitted to the referee and the procession of

events at Greenhut's shows that the full anticipation is that the old interests will reorganize the concern, which will be continued by the same force. The food show has been the precursor of the great annual anniversary sale at Greenhut's, and no doubt this will be the program this year. The fixed charges on which the house will do business, including the big rentals, formerly based on old Sixth avenue conditions and prospects, will be greatly reduced, which will afford a much better basis for business. Mr. Schmehl and his assistants are now busy on arrangements for the food show. The reorganization of the business will probably permit of the anniversary sale starting Sept. 10.

SAKS' WINDOWS

Mr. Richter, display manager for Saks & Co., left August 20, for his vacation of two weeks at New Milford, on the Delaware river, near Delaware Water Gap. He had previously installed new backgrounds in his windows that were as effective as the black and white striped backgrounds that attracted so much favorable comment. These were of wall paper, it will be remembered. So are the new background panels, and accompanying them Mr. Richter is having some screens prepared with the new design of wall paper as panels. In a classy New York store it is a rare design of wall paper that can be used as a window background. So much so that many a display man might rather balk at the idea of wall paper being used at all under circumstances of the kind. But this is the new design of paper, if design it may be called. You have seen rich old bronze leather screens. That fine old bronze is all

there is to the design, except the top, which is a delicate art nouveau design, with border at bottom to match. The entire effect is of a richness that suggests nothing to the observer of wall paper, yet it is equal to that of any fabric.

Samuel Ellis, assistant to Mr. Frankenthal, at Altman's, has returned from his vacation spent at Delaware Water Gap.

STYLE TENDENCIES

Among the fall styles military effects will be prominent. This was forecast in our issue two months ago, and the idea still persists. The Parisian artists have given prominence to striking uses of black, we understand, which have not been received here with entire unanimity of approval. Chiffon velvet skirts and taffeta plaid overskirts are often seen. The latter part of August, Mr. Frankenthal had a smart Russian military costume of his own drape in the window, with taffeta plaid overskirt, flaring at sides, very prominent. For evening wear tinsel silks will be largely used. For street wear high shoes, short skirts, gowns with military effect, and high crowned hats with little or no trimming will be used by the smart set.

By the time this reaches the reader some of the fall openings will be on, and others coming shortly, while the fashion shows will, according to our best information, have their usual place. Among the leaders in these shows have been Gimbel, with perhaps the most elaborate, Wanamaker, Macy, Abraham & Straus, Bamberger (Newark), Bloomingdale, and others in greater or lesser degree. Like

the "example rooms" of the furniture department, it is a case of the growing "show me" idea that is growing apace in the department store business. "How it looks" on the form, or in the home appeals powerfully to the feminine shopper, and is a big help to interest and sale. Charles Wendel, who put on the first big fashion show at Gimbel's, and all others up to the close of his connection with that house a few months ago, is understood to be figuring on making arrangements with various houses in different parts of the country to put on fashion shows. If he takes up this kind of work in earnest he will do some most effective demonstrating of costumes in a way which will be new to a great many people. He did some most successful work along this line at Gimbel's.

BOSTON WINDOWS

Mr. Olson, formerly in charge of the windows of W. A. Bacon Co., Boston, previous to Mr. Ried's engagement, has resumed his work there and is now in charge.

We made brief reference in our last issue to the special windows in the Bacon store in Boston during the celebration when the house began its new century. No New York department stores have this history. The nearest to it are Lord & Taylor; Arnold, Constable & Co., and James A. Hearn & Son. It was an event deserving of special commemoration, and it was fittingly observed. W. F. Ried, who recently completed his work there, is temporarily in New York, and gives us some details of the plan. He states his hobby, which is well known to be the

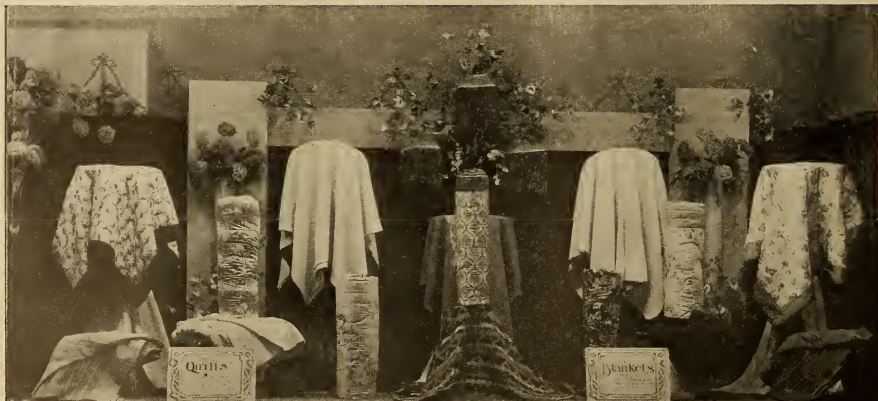


Plate No. 9258. A Display of Blankets by Tom Allan for the Phelps-Dodge Mercantile Co., Douglas, Ariz.

As the cooler weather draws near, most display men will be required to show blankets in one or more of their windows. Here is shown an excellent arrangement in which the various patterns are well displayed without the fussy draping that sometimes is seen in blanket windows. The purpose of the

display man in this case has been to show the patterns as clearly as possible. He has also succeeded in showing a considerable number of patterns without crowding the window. Chrysanthemums and decorative shades were used to embellish this display.



Plate No. 9259. A Display of Carpets by R. S. Leyman for Gail G. Grant Co., Painesville, O.

The keynote of this display was simplicity, thereby avoiding any possibility of attracting attention from the handsome appearance and colorings of the rugs themselves. What drapery was used was in colors that blended naturally with the colors of the rugs. It was draped in cascade effect

through the centers of the small rugs, that had been shaped into immense rosettes. In the display man's mind was the purpose to cause people to exclaim "What beautiful rugs!" rather than "What a beautiful window!" There was a modest bouquet of flowers on the center table.

staging of the scene in the windows for special events, or the opening of new enterprises. The completion of work of the kind seems to leave few attractions for him. At Bacon's, to start with, he put in full old ivory backgrounds and made wooden fixtures, tabourettes, etc., finished in old ivory to match, carpeting being delft blue pile carpet. In the windows and elsewhere this sentence was featured: "We have served and satisfied the people of the city of Boston and State of Massachusetts under 24 presidents." The portrait of every president was done in oil for the occasion, and two of them were placed in every window, one rather high upon an easel and another lower. Upon an effective representation of the blank pages of an open book was inscribed the favorite saying of each president, like "Let us have peace," with Grant, and a fac simile of the president's signature underneath. The presidents ran the gamut from James Madison to Woodrow Wilson. The arms of the State of his birth accompanied portrait of each president. In each window, at high back center was top of an American shield in silk, with thirteen silver stars in a blue field. Depending therefrom and running across were streamers alternately of red and white. Three silk American flags were draped at top of each shield and six presidential flags were clustered above each presidential portrait. In each window and throughout the store were plaster of Paris relief representations of the Bacon store in 1814 and 1915. The whole formed a most dignified and impressive treatment. Mr. Ried has put in the opening windows for McCreery, Pittsburg; Hamburger, Los Angeles; Newman & Levinson, San Francisco, after the fire; Cohen Brothers, Jacksonville, Fla.; and

Kaufmann-Baer Co., Pittsburg. He also put through some special work for H. G. Selfridge & Co., London, the year before the breaking out of the war.

The fixture houses have done nearly their usual business during August with out-of-town houses in replenishing their stock of forms and fixtures in getting ready for the fall openings. Little material change can be discovered in arrangements for these openings, and it is anticipated that they will generally follow the regular trend. The full outcome of the style situation will be watched with interest, for with the absorption of Europe in the war to such a great extent, a field is opened for the ingenuity and ability of American designers. The extent to which their ideas will be adopted will be noted with interest.

There is an imagination and patriotism combined with the necessary commercialism connected with the Wanamaker policies that convey a subtle something that brings confidence—big. Take for instance during the August furniture sale, the windows of the big building on Ninth street. They would have pulled crowds on Fifth avenue, but the store is getting crowds down-town. There was a succession of windows, each surmounted by American flags, each containing a setting of chairs of American historic interest. The exhibits included reproductions of the John Hancock and John Carver chairs, and many others, identified by name, which discriminating observers would highly appreciate. We have never seen in any store a collection of anywhere near the number of reproductions of historic chairs. Where one would buy, one might buy, but thousands would admire the policy that furthered this most interesting collection.



Plates Nos. 9260-61. A Hall Decoration by A. R. Thorwick, Iowa City, Ia.

The average display man is frequently called upon to decorate halls for dances and various other occasions. Here is a plan that was used recently with good effect. The principal decorative effect was obtained through the use of chrysanthemum festooning which was used abundantly, being hung

from the chandeliers and ceiling. In the corners of the room were pergolas the cross pieces of which were covered with wild smilax. Flower boxes were suspended at intervals. The other picture shows one of the corners of this room treated with a lattice effect.



Plate No. 9262. A Hallowe'en Display by J. B. Mull for Johnson & Hill Co., Grand Rapids, Mich.

This window was trimmed entirely with paper decorations, with the exception of two bogies. These were made by draping sheets over dress forms. Electric-lighted pumpkins

were used for the heads and these were surmounted by dunce caps. In this window was shown various papers and favors for Hallowe'en parties.



Plate No. 9263. A Black and White Display by Frank G. Schick for the C. F. Jackson Co., Norwalk, O.

Here is an unusual scheme of decoration in black and white. The background was plain white with black decorations of a simple character and the floor was covered with

striped black and white material. All of the units shown were in black and white. The remaining details speak for themselves.

Cafeteria Shoe Store

PICK OUT your own shoes; try them on and pay the attendant at the gate as you pass out. This is the system in a Pasadena, California, "cafeteria" shoe store which was recently opened for business. People at first seemed rather timid about venturing inside, but this timidity soon wore off and the manager believes that the innovation will prove popular with the public. Each pair carries a tag and floor-men are at hand to lend assistance if it is needed. Signs tell the customer what to do. One reads: "Should you want to wear the new shoes home, take them off, show them at the gate, pay for them and put them on again in the anteroom. Those who do not make purchases are slipped out through another exit."



Plate No. 9264. A Showing of Suits and Furs by Chas. E. Green for H. Leibes & Co., San Francisco, Cal.

The chief feature of this display was the facade of a colonial house, which stood 14 feet high and was 18 feet broad. In front of it was a walk in imitation of marble. The large columns in front were covered with climbing roses. Various other flowers and foliage were used.

Straw Hats to Burn

RETAIL MERCHANTS of Dayton, Ohio, have devised a new and effective scheme for hastening the annual transition from straw to autumn headgear. It was advertised that any boy in the city would be paid at the rate of five cents apiece for all of the last summer's vintage of straw hats that are delivered to the Retail Merchants' Bureau before September 18. To the average enterprising youngster this munificent offer presented opportunities for unlimited wealth and scores of them got into action immediately, with the result that practically all of last season's crop of straw headgear confiscated and delivered to the retail merchants within a few days. The result has been



Plate No. 9265. A Display of Dress Goods by Zack Zwart, Dublin, Ireland.

This is a display in which only merchandise is shown, there being no decorations. Across the back of the window was run a brass rod and from this various pieces of merchandise were suspended. Near the middle a piece of silk was knotted in a bow about this rod and descended to the floor in a large general sweep. The other drapes were made over high, round-top stands of varying heights. In the middle was an arrangement of goods about which were placed a number of umbrellas. At the rear were two high stands with hats.

an unusually early demand for fall hats among the masculine population of Dayton.

On September 18 the Dayton retailers are to bring their co-operative fall opening to a close and the event is to be celebrated by an immense bonfire made of the discarded straw lids. The Dayton merchants had a highly successful co-operative opening last fall and this season they are looking forward to an even greater success.



Plate No. 9266. A Display of Dress Goods by Zack Zwart, Dublin, Ireland.

Here is a simple display showing how the leading stores in Ireland's chief city show their merchandise. In the middle was placed a drape made by Mr. Zwart over a full form without cutting the goods. This drape was trimmed with various little appropriate accessories. In the foreground parasols and millinery are shown. The background is quite a simple affair.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

—ABSORBING—

"Hamon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON President
G. H. LAMBERTON Sec'y and Mgr.
THOMAS A. BIRD Editor

431 So. Dearborn Street, Chicago, Ill.

TELEPHONE HARRISON 3067

EASTERN OFFICE, 1229 Tribune Building, New York City

Telephone 4349 Beckman

RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba	\$2.00 a Year
All Other Countries	\$3.00 a Year

W. M. REED, Traveling Representative, Subscription Department

Direct all Letters and Make all Remittances Payable to the Order of
THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.
Payments made to other than authorized collectors will not be recognized.

MEMBERS OF
THE SOCIETY FOR ELECTRICAL DEVELOPMENT, Inc.
29 WEST 99TH STREET, NEW YORK CITY

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Official Organ of
The International Association of Display Men

*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.
*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

September, 1915

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Wanamaker Opposed to Stamps

JOHN WANAMAKER is probably the best-known retail merchant in the world. He has built up a tremendous business and has been the originator of many of the innovations that have helped to place retail merchandising upon the high plane upon which it stands today. For this reason Mr. Wanamaker's opinion on any fundamental point in merchandising is worthy of consideration. Here is what Mr. Wanamaker recently wrote to the *Editor and Publisher* concerning trading stamps and coupons:

"Over fifty active years of merchandising experience—years during which I have studied and thought out almost every kind of plan and proposition to serve the public and increase my business with it, have convinced me that trading stamps or premium schemes of any kind whatsoever have no legitimate place in the distribution of merchandise.

"The coupon is an admission that the goods carrying it do not measure up to the price asked and that something extra must be included to give money's worth.

"No retail store that I have any knowledge of has built up what is seemingly a permanent business on the plan of giving away something for nothing. In the long run, it is the public who are fooled. Someone must bear the expense of the "catch penny" device, and that someone is eventually the purchaser. Recently I wrote in one of our advertisements of business obstructions. I placed trading stamps, coupons and premiums on the list as second in importance of obstructions that are found on the railroad track of business successes.

"Store keeping, as I see it, consists in the collection and distribution of merchandise with the smallest possible expense between the producer and the consumer, and surely this cannot be done where premiums must be included in 'overhead' expenses.

"In conclusion, permit me to state that we do not sell merchandise either in Philadelphia or New York that is packed with coupons. Years ago we decided on this policy and though sometimes goods have been shipped in with coupons concealed—and sometimes actually sealed in—we stop such goods wherever we find them."

§ §

The Department Store

RECENTLY an interesting editorial concerning the department store appeared in an advertisement of the W. C. Munn Company of Houston, Tex. Mr. Munn, who wrote the editorial, sets forth some excellent reasons why the department store can undersell stores that carry but one line. Here is what he had to say:

"The department store is the most economical method of distribution. Because, being a combination of specialty stores, under one roof, it operates under one rent, one

overhead expense, one advertising account, one delivery expense and one set of books and bookkeepers.

"Consider the different lines of merchandise carried by the Modern Department Stores. Establish a separate store for each line, with a proprietor and a head man or assistant in each of these different stores, together with an office force, delivery department, sales force, advertising department and rent account, and then figure the necessary expense for each of the separate stores. Add these separate expenses together and see how much greater is the total than the same expenses for those com-eonomic reasons for the existence of Department Stores.

"The Department Store is a distinct evolution in merchandising, which will always demonstrate its advantages over a great many specialty stores each handling one or two of the many lines in the Department Store.

"Again before the establishment of Department Stores in the large cities, manufacturers in all lines distributed their wares through the jobber to the retailer, and the retailer to the consumer. Today the Department Store has brought the producer and the consumer one step nearer. For the manufacturer finds it more satisfactory and economical to sell direct to the Department Store rather than to the jobber, because it is a more rapid means of getting his goods to the consumer; the distribution is more even and regular; the manufacturer can keep his plant running more days in the year on full time. The Department Store, having a very large outlet for its merchandise, keeps the stock cleaner and more up to date, avoids stagnation and over-accumulation of old and undesirable merchandise. The Department Store serves every member of the family, buys at manufacturer's prices and sells direct to the consumer, saves one expensive step in the distribution from producer to consumer and saves many steps and much time to the consumer by having everything the consumer wants under one roof."

X X

Optimistic Advertising

THERE has been so much pessimistic talk about business during the past few months that it is highly agreeable to find some one who does not appear to believe that all business has gone to the "demnition bow-wows." Here is a recent advertisement of Wanamaker's store published about the middle of August in connection with the announcement of a big sale of furniture. While a number of the references to prosperity are of a local character, the general tone of the ad should interest merchants generally. Here it is:

"Everything indicates that big prosperity is just around the corner," says a statistical agency whom we commissioned to give us the FACTS of the country's and city's condition.

"Bumper crops being harvested—963 million bushels wheat, 1399 million bushels oats, 2814 million bushels corn—a total yield (with the minor crops) of over nine billion dollars.

"Nine billion good American dollars!

"Money in the banks—in the savings banks alone of the United States 154 million dollars more than a year ago—a total of 4 billion, 667 and a half million dollars.

"A hundred million dollars increase in the assets of our country's building and loan associations—an increase for the year of 8.7 per cent.

"A 14 million dollar increase in net earnings of the railroads for 11 months.

"A million dollar balance in trade in favor of the United States.

"Eighty million dollars paid in income tax this year, an increase of nearly nine millions. Of the total, New York City paid nearly 18 millions.

"One million automobiles running today in the United States (75,000 in New York City alone); 800,000 new cars being manufactured this year, an increase of about 300,000.

"Spending money in New York—236 million dollars expended on New York's dual system of subways, now being completed.

"50 millions being expended to link up the Pennsylvania-Long Island system with the New York, New Haven and Hartford.

"10 millions being expended by the Lehigh Valley and New York, New Haven and Hartford railroads on the port of New York—for docks, water rights, bulkheads and terminal improvements.

"86½ million dollars expended in the first six months of this year on new buildings in Greater New York—14 millions more than in the same period last year.

"Money in the crops, money in the banks, money being put into circulation in wages and merchandise.

"Who said Uncle Sam was a sick man? Who will say so now in the face of these figures?

"We have work. We have peace. We have plenty—plenty for ourselves and enough to give away generously when stricken people anywhere need it.

"Business is taking a new stride.

"People are spending their money to fix up their homes.

"Factories are opening up.

"Wages are being increased. More wage-earners are at work.

"Faith is taking the place of fear."

X X

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.

John R. Patton, Indianapolis, Ind.

Wm. M. Sheppard, Sioux City, Ia.

J. W. Sanger, Rochester, N. Y.

Aage Schiodt, Hutchinson, Kans.

H. H. Tarrasch, Columbus, O.

E. J. Berg, Omaha, Neb.

W. H. Hinks, Minneapolis, Minn.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Department Store Card Writing Problems

—Article IV—

The White Versus the Colored Card

by

J. W. Johnston

IN my articles I, II and III appearing in the June, July and August numbers of the MERCHANTS' RECORD, I considered the problem of the "White vs. the Colored Card." This topic is so fundamental to all other discussions bearing on Department Store Card Writing subjects that I thought certain basic truths might well be presented before we touched a pencil, a pen or a brush to the cards themselves. The many kindly comments heard by me from my readers at the Waldorf-Astoria on the occasion of the I. A. D. M. convention, has been an assurance that my first three articles were not futile in an endeavor to kill off at the very outset a lot of the trouble which card writers quite generally are subjected to on the part of employers, and "boot lickers" to employers, who run up into the sign shops of the stores to order this, that, and the other card with the same gestures they would use in shagging a dog off a lawn; and who, after receiving the work—which they themselves could perform about as well as a pig could shingle a roof—take the cards, abuse them in every way, shape, manner and form, to soon come up and "jaw" for more.

My contention is simply this, and I'll stand my ground against anyone in any place of business who thinks the average card writer is below the level of the average "walker of floors" or average "counter jumper," that the opinions of the men who create the "silent salesmen" about the establishment are indeed worthy of respect, and that on any discussion of store policy relative to the color, shape, style, or display of cards, the one or two men in the establishment *best qualified* to express an intelligent opinion on the subject might well be honored with a consultation before this, that, or the other fool rule is laid down by some Mogo with more regard for power than principle who orders his ultimatums to be sent to the card writers, nailed up and followed, on threat of "immediate dismissal." I have seen a lot and heard a lot of this sort of thing on the part of bulldozing bosses who aim and incessantly try to keep the card writers down below the level of the potato peelers and pot porters. One or two employers of such kidney are in my mind as my pen slips along over these pages, and if they happen to see these words I hope they will come to the conclusion they have about run their race and should walk gracefully the rest of the way, for a lot of people already know their "numbers" and see that they cannot finish strong at the pace they have been going for some time past with their "elbowing"

and "fouling" of fellow workmen struggling with them for success on the course of life.

So, then, if the card writers are to have anything like the respect and regard from employers and others in the department stores which they merit by reason of the *skilled* nature of their work, we may safely review in a few words the conclusion reached in the problems previously treated, and press directly on the question of the alphabets.

The gist of my three previous articles is that I am opposed to the black lettering on white surface cards for anything other than "Special Sale" purposes, of less than a week's duration, for the following reasons:

REVIEWING THE INDICTMENT

- I. *The white card soils most readily.*
Hence, the difficulty to keep it looking respectable without frequent renewals, which means that it is *not economical*.
- II. *Cheapness of appearance.*
It is unquestionably the cheapest to produce, and looks it. Doubtless, the least serviceable in duration of service.
- III. *Commonplaceness.*
Nine out of every ten of the inferior grade stores use the black letters on the white surface cards. Many of the leading stores do not.
- IV. *Difficulty to be seen.*
The great reflective properties of white about the black lines makes the message difficult to be seen in strong lights even at short distances; whereas, at long distances the white obliterates the black.

Hence, I advocate the white letters on black card to completely remedy all the above evils, providing the woodwork of counters and fixtures of the store is black or of dark woodwork. Otherwise use a colored card to harmonize with the woodwork effect, not necessarily with white letters but with white wherever possible, since the white message "burns bright" in all lights on account of its reflective properties; whereas, the black or dark colored surface background absorbs the light, thus permitting the message to "stand out" rather than the background. However, it is only fair to say that a black letter on a grey or cream or even yellow card is improved greatly with white shadings or white border lines, and I have even

used a white ivory line of a white on a "Special" white card with telling effect when framing the announcement or ornamenting a space.

The study of alphabets is wonderfully interesting. There are many books on the subject. I will gladly furnish to any student sufficiently engrossed a list of the volumes of the authorities I have studied, but let me say to display men and to practical card writers alike that I think the best single book on the subject is invariably a "Printer's Bible," and by a "Printer's Bible" I mean a specimen book of type styles. The leading type foundries of this and other countries get out catalogs every now and then of the type faces

There are just as many different styles of type in use at the present day as there are races, breeds, and cross mixtures of men. The expression, "He is that *type of man*," is a phrase we often hear which is borrowed from the printing trade, which, by the way, is an art dealing with the proper use, display and service of alphabets conveying to the mind through the eye, or through the touch—as in the case of raised alphabets for the blind—the signs, signals, or suggestions which bring a definite message to the brain in the most effective silent manner. For example, you would not expect your printer to set up a wedding invitation, possibly to be subsequently engraved, in

Quousque tandem abutère, Catilina, patientia
nostra? quamdiu nos etiam furor iste tuus elu-
det? quem ad finem sese effrenata jactabit au-
dacia? nihilne te nocturnum præsidium palatii,
nihil urbis vigiliæ, nihil timor populi, nihil con-
sensus bonorum omnium, nihil hic munitissi-
ABCDEF GHIKLMNOPQRSTU VWX
*Quousque tandem abutere, Catilina, patientia nos-
tra? quamdiu nos etiam furor iste tuus eludet?
quem ad finem sese effrenata jactabit audacia?
nihilne te nocturnum præsidium palatii, nihil urbis
vigiliæ, nihil timor populi, nihil consensus bonorum
ABCDEFGHIJKLMNOPQRSTU VWXYZ*

61. ROMAN AND ITALIC TYPE

FROM THE SPECIMEN BOOK OF WILLIAM CASLON, 1734

PLATE 1—THIS SHOWS THE ORIGINAL CASLON FACE.

which they are making and are ready to supply to printers. Run in and see your printer one of these days and ask him to show you or loan you his type founder's book. He may sell it to you for a dollar, or give you one for the asking, if he has a duplicate. Once you have such a book in your possession your problem in the selection of an alphabet is practically solved, for you can find therein dozens of styles of letters which are of practical, up-to-date worth, and not merely of archaeological value. You are perhaps not so much interested in the selection of an alphabet for its historical significance as you are in its practical business value. Rest assured a type style has a practical business value if it is in a type founder's tome, as type foundries are no more likely to spend good money to get out some characterless alphabet than a music publishing house will devote its resources and energies to the publication of some "nut" musical composition.

the same type that you would expect him to use in the announcement of a coal and wood advertisement. Nor would you send as your proxy or representative to such an auspicious occasion as a wedding ceremony one in your service whom you knew to be a regular yahoo or a "village cut-up." There is just as much sense in the selection of the right type for the occasion as there is in sending the right man to carry the "Message to Garcia." Selection and the propriety of the selection are very important.

For all around business purposes, and particularly for card writing purposes, I have come to the conclusion, after some years of study and observation, that there are two type families which lead all the others in value. The first family is CASLON. There are many different members of the Caslon type family, just as there are a number of William Caslons who carried on the work of letter designing; but whether the letter you pick out of the printer's case is a big

"grandpapa" Caslon, or a "second cousin" Caslon, or a "baby" Caslon, depending on the size point or the series, all have certain characteristics or likenesses in common which mark them as belonging to the same breed or family. Most of us can tell an Italian when we see one, and we can tell the adult Indian as well as we can tell the little fellow with his big black wistful eyes, or the little Italian girl with her tiny, yet pretty and becoming ear rings. It is the same with the alphabets. Once you learn to know the type family or the type style, you can "spot" any letter of any size in the same class.

I have heard so many people in speaking of the

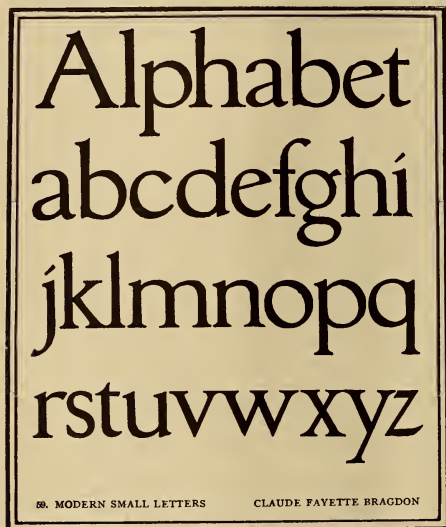


PLATE 2—MODERNIZED CASLON.

right style of alphabet to use for advertising show cards say "English" was the best style. I have been looking for the "English" alphabet they referred to for some time, but I have not been looking in the backs of almanacs for information on the subject. There is, of course, an "Old English" face which is well known and very appropriate for announcements having a religious significance, such as at Christmas or at Easter time, but I think all type faces used in the English language might well be termed "English" unless we speak of "English" in designating a size or point of type—to be distinguished from the style or family. Then the word "English" has some significance.

For printing business purposes I do not think there are any more beautiful or effective fonts of type than Cheltenham or Clarendon, but the Caslon face being more rounded and more easily copied by reason of its sharp spurs is particularly well adapted for card writing purposes or sign making purposes for both pens and brushes. An example of Caslon is shown in

Plate 1. In Plate 2 is shown an alphabet by Claude Fayette Bragdon which is slightly varied from conventional Caslon.

The first William Caslon designed in 1722 the alphabet which has made his name famous through the centuries; but he did not call it "Caslon." Time—the great judge of the worth of a man's work—has so honored him. Caslon called the beautiful letter which he built "Roman" and the slant form in the same style "Italic." These names still persist at times, but "Caslon" is by the best authorities of today the proper title, and rightly so.

There are American artists and designers of note who have devised variations and made graceful improvisations on the Caslon theme. Of these perhaps no one is better known than my friend and fellow Rochesterian, Mr. Claude Fayette Bragdon, an example of whose work along Caslon lines I take pleasure in here reproducing. I feel that I owe a very great deal to Mr. Bragdon, who was an instructor of mine in pen and ink drawing at the Mechanics Institute of Rochester, N. Y., in those good old days before I began to take on the external appearance of a "human billiard ball."

S S

THE RETAIL MERCHANTS' Association of Shawnee, Oklahoma, fines its members \$10 in event they place advertising in any medium not approved by a committee. The association confines practically all of its advertising to the newspapers.



Plate No. 9267. A Good Display of Alarm Clocks by Tom Allen for the Phelps-Dodge Mercantile Co., Douglas, Ariz.

It is the small things that count in show window display. Here is a window in which an altogether unusual effect has been produced by setting the hands of all of the clocks at the same hour and minute. While this may not seem a very important matter it may be seen from the picture that it produces a pleasing effect. In the middle was a little scenic painting, in front of which was worked out a miniature landscape, made of earth, stones and moss. The remaining details are evident.

HINTS FOR THE BEGINNER

SOME PRACTICAL SUGGESTIONS FROM AN ADDRESS MADE
AT THE RECENT CONVENTION OF THE I. A. D. M.—SIM-
PLE SETTINGS ARE BEST FOR THE INEXPERIENC-
ED DISPLAY MAN

Jerome A. Koerber

With Strawbrier & Clothier, Philadelphia

IN MY short talk today, I am trying to bring out a few strong points in our profession, for there are such strong points, just like there are in the sister art, advertising. The fundamental principles of advertising are text, story, type, and display. The fundamental principles with which we must work are color, form and layout.

Naturally, every display has a principle feature around which you build your entire story. By this, I mean that there is some distinguishing feature in certain merchandise to be displayed. It is either new in color, in form, or in makeup. These certain features must be brought out.

If we find that Paris dictates red and black, you know how all of us wide-awake men hustle down to our place, and even stay over midnight in order to show black and red the next morning when the curtain goes up. That means that we want to beat the other fellow to it.

Now, to get a little closer to the real theme that I purpose speaking briefly on, namely: Sales Windows vs. Artistic Displays. Let me say here, at the very beginning, that I would rather see a good, common-sense, symmetrical layout made out of the merchandise, than to see a beautiful picture in back of it.

My practical experience of 30 years in our business has taught me one lesson, and here it is: that

I never try to get away from my own ideas. I have stated continuously the display of merchandise from every angle. There is one thing that I have had utmost in my mind. That was: *How can I be successful with my work?* The only way I could be successful was by studying continuously. No matter what I had to do I was a constant student. The thing that I studied most was how to improve the selling power of the window.

As to sales windows, this I found an easy matter because all I had to do was to co-operate with all the heads of the departments, the merchandising and advertising man, and especially when a big sale was coming off. In this way I could prove that our windows were the real drawing magnet, and helped strongly the advertising of the sale.

Now, some merchants hesitate about putting price tickets in their windows. I say they are not out of order; they are needed, especially on an occasion where extra efforts are made to create a demand for the merchandise. If that particular merchandise that goes on sale is advertised with the price alongside of it, that merchandise deserves a place in the window in the same way.

In a recent sale which was one of the most successful ones we have had in our establishment, we showed a continual increase instead of a decrease, as the sale progressed, and that was due to the fact that not only was the advertising kept up to the last minute, with all the ginger and go as it had at the beginning, but also, I campaigned up to the last hour as warmly in my displaying of the merchandise as I did from the beginning. We can never hope for real success if we begin to die down on the job.

In some cases where particular merchandise was not advertised at all in the papers, but well displayed in the windows, it sold in larger quantities than when advertised a few days later in the paper.

This, of course, is no reflection on advertising, but it positively does show that we are not over-estimating the worth of advertising by window displays. Let us never stand by when anyone ques-

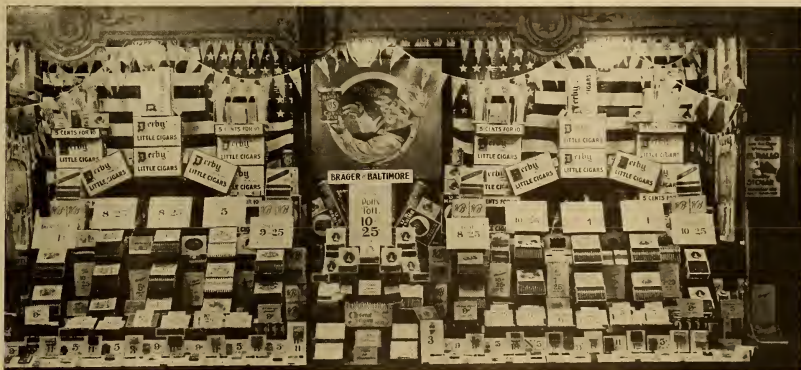


Plate No. 9268. A Tobacco Display by Milton Hartmann for Brager's, Baltimore, Md.

Here is shown an unusually good display of cigars, cigarettes, and tobacco. A large number of brands were shown and each one had a legible price ticket that could be read

easily from some distance. Lanterns and small baskets were used to decorate the upper part of the window. This display resulted in an unusually large number of sales.

tions or under-values the business-getting powers of good merchandise displays in windows, with properly priced tickets, because it was the price that aided much in drawing the trade.

On the other hand, of course, we could not have had the phenomenal success that came to this sale had we not co-operated heartily with the advertising department. Therefore, advertising and displays are as inseparable as the Siamese twins. That is, when you are going out after big game.

ARTISTIC DISPLAY

Now as to artistic displays, this is really the work of the senior class. It is as ridiculous for a beginner in the primary classes to try to compete with the man matured in knowledge, with skill, tact, and artistic temperament in back of him, as it is in ordinary school routine for the primary boy to dabble with algebra.

There is great danger in our profession today among the younger element who are trying to make beautiful picture windows rather with their settings than with their merchandise. It is here where the danger lies.

The main thought in our mind ought to be to always display the merchandise, so that the strongest compliments will be paid to the goods and not to the surroundings. Therefore, try to make your best efforts with your merchandise, and don't try to build a gold frame around it that will discount the goods, and is not correct from an artistic standpoint.

By this, I mean it is rarely safe for one who has limited knowledge of correct interior decorative settings, such as periods or modern schemes, and who is not familiar with the various motifs which are used in the various periods of decorative art, to attempt the use of period decoration.

If you have no knowledge of your interior decorative art, study it before you proceed, and be sure that everything in your display is correct absolutely. Your decorative scheme will noticeably bespeak the absence of that knowledge.

PERIODS CONFUSED

I have seen period backgrounds that were so confused that it would take the most expert craftsman to discern what the trimmer attempted to do. Your best guide in a case of this kind is a good old book by an old standard master.

In connection with this, I want to say that there is no harm for any one to copy anything that is good, for I feel that a good copyist is better than a poor originator, provided you produce the copy and put a little of your individuality alongside of it. That is how to make a name for yourself as an originator.

Men are not paid today for the amount of work they do, but for the amount of ideas that they can embody in their displays which will bring the real results.

I have come to the conclusion that the only way that you can be successful is in being a live wire, a decided mercantile decorator, and by continually studying and going around to see the things that the other fellow is doing.

Of course, by this I don't mean that we have to tell our fellow-man the next stunt that we are going to pull off, or give him any definite idea of my plans, but I mean co-operation by encouraging others with exchange of ideas.

This co-operation is very strongly manifested by the founders and the present members of the Display Managers' Club of America.

DISPLAY MANAGERS' CLUB

This club has been in existence for only two years. It is still in its infancy, yet it has already exerted a country-wide influence. The purpose is not to strive to become a big association but has been founded upon sound principles by men who represent the leading and most influential department stores in the world. Their motto is "Help those who are trying to follow our foot-steps in our profession."

Before I conclude my address, I want to make one strong appeal to you, namely, that if you desire to inquire for the real road to success in your chosen profession which is acknowledged today as one of the greatest professions in the commercial world, *serve your employer right.*

Serve him with sincerity, so that in days to come the name display manager, which, by the way, is the new name for our profession but a mighty good one, will be a credit to all those with whom we come in contact.

The only way that we can expect to have our profession stand equally alongside of the sister art, advertising, is by making ourselves so indispensable, that proprietor, manager and buyer have in the display manager a sure staff upon which to lean in every emergency, whether it is in the battle at the height of the season, or when the season has waned and records are to be made in the quiet summer months, that the decorators' co-operation will bring about such business returns that it will always eclipse any former records.



Plate No. 9269. A Display of Japanese Umbrellas by Shirokiya Department Store, Tokio, Japan.

The umbrellas shown in this display are likely to suggest the paper parasols that are used for decorative purposes in this country. As a matter of fact, they are regular rain umbrellas, such as are used in Japan, hence the aquatic character of the background. In the middle is a large panel representing a somewhat startling frog, who is evidently out in a shower. Along the top of the background were stencil designs of snails.

KOESTER STUDENTS



WIN MOST PRIZES

*At 1915 Convention of International
Association of Display Men held in
New York City, Aug. 2, 3, 4 and 5*

The following Prize Winners are Koester Students:

- J. M. W. YOST** won Grand Prize for greatest number of winning displays as follows: 1st prize, men's clothing; 1st, underwear; 1st, shoes; 1st, interior decoration; 1st, ledge display; 2nd, millinery; 2nd, linen; 2nd, hardware; 2nd, stationery; and 2nd, dress goods drape. Total, eleven prizes.
- T. G. DUEY** won six prizes as follows: 1st, holiday goods; 1st, leather goods; 2nd, men's clothing; 2nd, exterior store decoration; 2nd, background design in black and white; and 2nd, background design in color.
- E. F. SWANK** won four first prizes as follows: 1st, dress goods; 1st, lingerie; 1st, dress goods drape; 1st, design for float in color.
- CLARENCE E. DUFF** won four prizes as follows: 1st, background design in black and white; 2nd, toys; 2nd, floral decoration; and 2nd, ledge trimming.

- CARL F. MEIER** won three prizes as follows: 1st, pen lettered cards; 2nd, brush lettered cards; and 2nd, best collection of ten show cards.
- LEO VAN COUTREN** won three prizes as follows: 2nd, holiday display; 2nd, infants' wear display; 2nd, corset display.
- O. F. BALLOU** won two prizes as follows: 1st prize for best ribbon display; and 2nd prize for best group of ten displays.
- C. W. AHLROTH** won two prizes as follows: Gold Medal for best collection of 10 photos; 2nd, for best hat window.
- W. K. BEST** won 1st prize for best floral decoration.
- OSCAR F. HUNTINGTON** won 1st prize for best collection of show cards.
- P. H. DIETRICK** won 1st prize for best linen display.
- CHAS. E. ELY** won 1st prize for best decorated float.

A GRAND TOTAL OF 39 PRIZES

The above remarkable record demonstrates the value of

KOESTER SCHOOL TRAINING

It shows that our method of teaching gives absolutely the very best education possible. This is further demonstrated by the fact that Koester students have each year won most and highest honors at every convention and in practically every window display contest.

You Want Results—We show you how to get the Best

The prestige of having studied at the Koester School, the foremost institution of its kind in the world, is worth much to every man.

FOUR CATALOGUES AND MANY CIRCULARS

These booklets should be in the hands of every clerk and merchant—they outline the way to the greatest possible success for you in your future work. They show the work of many of the thousands of successful Koester men. They show you how you can study at home and pay in easy monthly payments, or how you can attend the school and devote all your time to study under close personal supervision of the best instructors in the world. Write for them to The Koester School, 215 South Market street, Chicago.

Use the Coupon

THE KOESTER SCHOOL
215 S. Market St. Chicago, Ill.

**Use
This
Coupon**

**The Koester
School:**

I am interested in

- ☐ Window Display
☐ Card Writing
☐ Advertising
☐ Card Writing Supplies

Yours truly,

Name

Address



WANAMAKER'S ADVERTISING

JOSEPH H. APPEL, DIRECTOR OF PUBLICITY, SAYS THAT REAL ADVERTISING GIVES PEOPLE NEWS AND KEEPS THEM WATCHING THE NEWSPAPER PAGES FOR BARGAINS AND NEW FEATURES

NO OTHER STORE has had its advertising so widely commented upon as that of John Wanamaker. One reason for this is because Wanamaker's was the first big store to break away from the beaten path and blaze a new trail for the retail advertiser. Another reason is that Wanamaker's has continued to pursue its advertising course regardless of precedent and equally regardless of praise or criticism. Of praise for the Wanamaker advertising there has been much and there has also been criticism, but one thing is certain—Wanamaker advertising has made good, and that is the real test of all advertising. For the latter reason, anything of an authoritative character concerning its general policies, coming from the Wanamaker advertising department will be read with interest by all who are interested in retail publicity. On a recent western trip, Joseph Appel, director of publicity for Wanamaker's, stopped at Denver long enough to address a class in advertising at the local Y. M. C. A. Some of the things he said are as follows:

In Wanamaker's stores our advertising department is as definitely organized as any other department of our business, not as a mere adjunct. It is organized like any metropolitan newspaper.

It has its managing editor, its city editor, its reporters. It has its copy desk. It has its proof-readers. And it goes to the public with its news of the Wanamaker stores through its advertising space in the newspapers, just as those newspapers go with the news of the happenings and emotions of the day.

You see, from the Wanamaker point of view, advertising is news, and it is news of a kind that must be searched for and written and played up for the entertainment and information of the people just like any other news.

We do not allow the heads of the department to interfere with our advertising in Wanamaker's. John Wanamaker never sees our full page stuff until it appears in the papers. The heads of departments don't give us lists of what they want to sell. It is not done in that way at all. Instead, here's how it's done:

First of all, each morning the managing editor and the city editor confer about conditions in the morning. Then the city editor assigns his men and women reporters to all the several departments of the store. Those reporters go about and interview the heads of the departments and some of the leading salesmen and saleswomen. Then they go back and report to the city editor the things they have found out. These reporters tell the city editor what the departments have for sale, and how sales were on the previous day, and how things look in the store. They must have an eye for local color and straight news and feature stuff. And the city

editor, conferring sometimes with the managing editor, tells his staff just how much to give each story.

When the copy is all in and read, the news editor confers with me about the values of the story and we design our pages for the papers and have them made up accordingly. For advertising is not only character, it is not only the voice of business, it is NEWS, and as news we send it out.

I suppose that is why people always look for and read our advertising pages in the papers. It is part of the news of the day and it is, let me assure you, just as full of emotions and surprises and food for astonishment as the rest of the paper.

And why is that so? It is so because business is an elemental thing. It is as elemental as human nature. It deals with eternal needs. The day may come when there will be no more wars. The day may come when people will be so well educated and so philosophical that laws will die of inanition. But the day will never come when there will be no "business," because business deals with the everlasting needs of man, and it will go on so long as the earth is peopled. That's why the advertising columns of a newspaper can be made as interesting as the ordinary news columns. It's because real advertising is as much "news" as the rest of the paper, when it is gathered in as carefully and displayed with the same care.

Recognition of that fact is growing, too. In the beginning the owner of the store, wherever it was, wrote his own ads. Then he promoted a clerk to do it. Then he gave it out to some advertising agent. Now the big stores are gathering into their advertising departments the liveliest newspaper men they can find, paying them well, and telling them to run the advertising of the store as they would run a live newspaper. For advertising, properly handled, is news, and when the stores and manufacturers handle it that way it pays, and pays always.



Plate No. 9270. A Neat Men's Wear Display by A. R. Thorwick for Coast & Sons, Iowa City, Ia.

Here is a neat and very effective arrangement of men's evening wear requisites. The setting could hardly be simpler and yet the merchandise is well displayed in every detail. An oriental rug was laid flat on the floor and over this the various articles were arranged. A little table surmounted by an ornamental shade was placed in the middle. At the right was a low pedestal covered with velour.



A new, practical and ideal paper for
original and effective and ar-
tistic window trimming

Plan now to use it for your

Fall Opening Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading display men throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Our New Booklet Just Off the Press

Contains new and original back-
ground ideas. Also complete line
of samples of all the different pat-
terns of Onyx Paper. Sent free
of charge. Write for one to-day.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



This is a photograph of one
of our latest models—a true
replica of life in every detail.

Write for prices and particulars.

IRWIN G. CULVER CO.
60 East 8th St., New York

SHORT LENGTHS FOR THE AD-MAN

**LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF**

Extraordinary Vacation Sale of Undermuslins—Thousands of Dainty Garments at Amazingly Low Prices.—This vacation sale of undermuslins is a distinctively Looser event, the bringing of just the garments wanted in the vacation season, just at the season when it is most convenient to buy vacation supplies and at prices that make very little inroad upon vacation purses. This is a practical sale as well as important. It includes thousands of garments, all well made, all daintily trimmed, such as any woman will require for summer. Well assorted sizes (including many extra sizes) and prices half price, even below half price. Read the following details of a timely money-saving sale.

Unparalleled Values in White Goods, 29c Yard.—We are ship-shaping the stock of white dress cottons. That accounts for this price-quake. If the size of the saving attracts you, the beauty of the weaves will hold you—and make a buyer of you. It would be an entirely different story if these were odd lots of mused fabrics. It is a fine, splendid thing when you consider that they are fresh and in full pieces. Embroidered organdies and voiles, mulls, rice voiles, shadow voiles and plain French crepes. 40 to 42 inches wide. Formerly selling at prices ranging to \$1.

More of the Smart Silk Sweaters Have Arrived.—It has been quite a task to keep ahead of the demand for this distinctive sport sweater. It is not hard to understand this either—for certainly they are smart and distinctive and serviceable in these days of outdoor living. They come in shades of rose, in green, in blues, in sand, with the sashes at \$11.75, plain at \$6.50.

The Latest Silk News—\$1 Black Taffeta, 79c.—That is what it is—a dollar black taffeta. Pure silk, yarn dye—which means dyed before weaving, insuring permanent and uniform coloring. The black is deep and rich, and the finish is like chiffon. You will find it a taffeta singularly appropriate for waists, skirts, dresses and coats. Sold regularly at \$1.00. Special today at 79c yard.

Coats in a Clearance.—Merchandising never "pans out" exactly. We buy either too much or too little, and that is why occasional clearances are so necessary. These coats, for example. Too many on hand. Tomorrow we will pay you handsomely to take them off our hands. Fetching models; coverts, gabardines, serges, poplins, silk failles, silk bengalines. Been selling ready-to-wear apparel a long time. Never before have we offered values equaling these.

Sale of Summer Dresses and Skirts—New, Fresh, Crisp, Clean—Ready for Over-Week-End Expeditions.—Styles of the very minute, indeed many of them accurately prefigure the styles of the autumn, advancing their lines beyond the newest of the summer. These are surplus stocks and special clearances of some of the leading manufacturers of women's clothing in Manhattan, men who go abroad regularly to keep pace with the new in fashion. They are beautifully made, all seams carefully finished, straight stitching, buttons, hooks and eyes well sewn—as good as custom work. They are daintily trimmed, with choice use of fine laces and good embroideries, and they include all the best fabrics of the summer.

Much Fine Merchandise Going Now at Fifty Cents on the Dollar.—These are great days to save money by spending money. Stock clearances all over the store and special purchases from makers and importers who want quick cash—these are back of the offerings. Not half of this good news gets into the newspapers because so many of the finest lots are too small to advertise. A walk through the store with eyes open for the good things is like a visit to a gold mine where the nuggets lie thick. The good service, the store's comfort and coolness and a habit of refraining from exaggeration in effort to make things seem better than they really are—these are the points that stand out now as always.

Dresses in the Lower Price Store, \$3.95.—You'll look a long time and hard before you will find as pretty dresses, and you will never find them at a price anywhere near \$3.95. Made of voile—it is the material of the season, in Dolly Varden patterns, florals in soft beautiful tones. The styles are of the very new!—midsummer's newest—they are just a week from

the manufacturer! Pink, blue and black and white; \$5.00 values. You'll know it the moment you see them. Fifty ready Saturday morning—as crisp as crocuses and as cool as frost! In addition, a few tailored linen dresses at \$3.95. Just a few.—Third floor.

Reinforcements for the Midsummer Sale—Misses' and Women's Fresh, Cool Summer Dresses and Summer Skirts.—All the reserves are brought up for this great sale of beautiful summer dresses. Starting with several thousand, it was evident by noon that at least an equal number more would be needed. Tomorrow when the doors open there will be almost as many dresses, almost as many styles to choose from as this morning—and certainly as good values. These are the final disposal of a fine manufacturer, noted for the elegance of his styles, the nicety of finish, exquisite fit and workmanship. There are several thousand.

Silk and Tailored Suits at \$9.45.—These suits at \$9.45 are particularly fine. Suppose you investigate them and satisfy yourself regarding them. You will find the style exactly right—in other words, they are the modes of the moment, suitable not only for immediate wear, but for autumn. Then the price—\$9.45—think of it! Wool serges and poplin in excellent qualities, and beautiful silk failles and poplins, navy and Belgian blue, checks and black. If thrift means anything it means the seizing of just such opportunities as this.

Young Women's White Dresses.—All white, or white with a touch of color. They are all here in a most refreshingly youthful collection of dresses. A soft batiste for morning, an embroidered voile for afternoon, and a dainty net for evening. Many, many styles and all fresh, as they have been kept in glass cases. Sizes, 14 to 20 years. A number of these dresses have had interesting reductions made in their prices. \$7.50 to \$38.50.

Lingerie Dresses Made in Paris—125, Down in Price Today.—We cannot write as cleverly as French women can sew. You must see these gowns. They are exquisite. Fine French fabrics—marquiseses, handkerchief linens, voiles, batiste, net, hand-made thread lace, beautiful embroidering by hand, inimitable styling and draping; individual gowns, one or few of a kind—Paris.

First New Fall Suits, \$15—For Women and Misses.—Made of a very fine quality of serge, four models in all. One with pointed yoke skirt, one with jacket box-plaited in black and belted, one braid bound and one belted all around with flare skirt to the jacket. Very suitable for summer travel, correct in style, advance fall designs, in all sizes for women and misses, and fine value.

New Shirts—Autumn Styles—\$5.—More than one hundred and fifty, freshly arrived, new, ready for you to see. Silks, golfines and woollens in a variety at once broad and select—every style was considered carefully before it was included in our purchase. General comment on them would be futile, therefore we have a half dozen at one price—\$5—for specific mention. The fact that there are so many at this one price gives you an inkling of the scope of the entire stock.

Clearaway of Dresses.—Because the price is reduced you should not jump at the conclusion that something very desirable is lacking in this collection of dresses. Indeed, if we were to proceed with the special purpose of assembling a likely and likeable group of dresses, it is doubtful that we could do better than this one which has been automatically formed from the heavy business in the lower price dress store during the past eight weeks or so. The upshot of it all is, a number of women are going to be dressed, and fashionably, too, at savings of at least a third.

Lovely Cotton Frocks at a Wonderfully Little Price.—Such dresses as women who can afford to spend hundreds of dollars on their finest gowns wear in the country and at the seashore. They have a very smart simplicity. And they fill the need of the little odd dresses which were never so much needed as in this stay-at-home season. There are twenty-three styles at this price. A week or two ago we should have sold many of these dresses at double or treble \$5.75.

\$9 to \$12 Summer Frocks at \$5.75—Women's and Misses'.—A wonderful gathering of several thousand dainty, new, fresh, cool, summer frocks, sizes for women and misses, the sisters in styles of dresses to double and more their low price. Some are makers' clearances. Some were made to our order from remainders of fabrics. Some represent the total surplus stocks of a leading manufacturer. Made in the newest style, with tunics and tiered skirts, with surplice or jaquette bodices, adorned with vestees and collars in the latest style, most of them with silk and satin girdles or kid belts. Included are

Economist Fashions

The vital thing in draping is to know that your drapes are absolutely correct in style and color tendencies. That's where the Economist Training School has a distinct and decided advantage for its students, because the Dry Goods Economist has personal representation in the leading style centers of the world.

From this knowledge our draping experts originate the new drapes, often designing practical forms especially to meet the fashion requirements.

We are now teaching fabric drapes to suggest accepted styles, months in advance of the time when the garments will be displayed in the retail stores.

Think what this means to you. These are ideas you will require to make your early spring window showings **right** from the Fashion viewpoint.

Knowledge is power and when you come to the Economist Training School you will be agreeably surprised with the practical details the instruction will afford you in lectures and demonstrations.

We have written a book for men who want to advance. It tells how to prepare for the better job. It is **free for the asking**.

Isn't it worth your while to send for it and **read it carefully?**

Fill in the coupon in the corner of this page and mail it today.

THE ECONOMIST TRAINING SCHOOL

239 West 39th Street, New York

Window Trimming
Advertising

Sales Management
Salesmanship

Card Writing



Black and White Cotton Suiting for Fall,
Draped without cutting the material by
our expert instructor, C. J. Nowak.

The Economist Training School, New York:

Send the book to

Name

Street

City

State

Please write or print plainly.

all white voiles, embroidered voiles and crepes, hand-embroidered dresses, black-and-white voiles in stripes or checks, flowered voiles, sport dresses of linen, corded voiles, fancy striped crepes and other attractive fabrics.

Trimmed Hats at \$1.—As many styles as you will care to try on—dozens and dozens—some of which are illustrated. White Milan, white and black hemp, in dress and tailored models, the latter particularly appropriate for travel wear. They are wonder values. Although the quantity is large, we suggest that you get here early. These dollar millinery sales bring crowds, and this is the first one in a long while.

First Autumn Hats have been coming for days past to the Moderate Price Millinery Store. Hurrying out as quickly as they arrive, too. No woman will wonder when she tries on the very latest models. Large picture hats of black velvet embroidered with French knots in white silk. White satin large hats that have the smart upward flare at the back are faced with sapphire blue velvet. Midnight blue satin large flare hats are embroidered with white zephyr and trimmed with faillie cockade and porcelain beads, \$8 and \$9.

A Peep at the New Millinery.—Our millinery store is not many hours from New York. White satin hats, in small shapes, like the ones illustrated, are very fashionable in New York—they are, as a matter of fact, the first words of autumn. We have been showing them for several days, and selling them, but the display is augmented today by a large newly arrived shipment. Perhaps "Chic," whatever it may mean, describes them best.

For every occasion from the Bathing Beach to the Ball-room—Women's Silk Hose.—Not a single summer activity for which proper hosiery cannot be found in these sales. Not a fashionable color is missing—not a desirable weight has been forgotten. We have even varied the styles of making so as to please women who require silk stockings of unusual durability. These are the largest, best, and lowest priced sales of silk stockings we have ever presented at this season.

Silk Gloves.—50c for our \$1.25 grade. These splendid gloves are woven of four threads of silk. They are too heavy to stretch or show the hand, yet not too thick to be cooler than kid. White or black with Paris point embroidery; double finger-tipped. Letter orders filled in order of their receipt as long as possible.

Silk Gloves, 60c. \$1 Value.—Gloves so good that in order to make the present price possible we were obliged to place an order of almost record size. The last 5,000 pairs are now going on sale. Women who want a summer's supply should buy at once. Full 16-button length, Milanese weave, black or white with Paris point backs. For women only.

Silk Underwear.—Glove silk vests at \$1.25 have beading top run with silk ribbon. At \$1.50. They have French band top set on with the daintiest lace beading and are embroidered, at \$1.75.

A Corset for the Medium Figure.—The season's demand for more boning in the corset is satisfied in this model. While fully boned it is still flexible. Bustline higher than in former season. Back with fullness at top and raised to care for any extra flesh. Slightly nipped-in at side front, back and front lines remaining straight. Elastic inserts in the skirt make it clinging and hold in the lower figure. Six wide supporters. Made of coutil, white or pink. Sizes 18 to 32. \$3.50.

Saks Summer Clothes for New Yorkers.—Flannels, mohairs, silks and linens—Thin texture propositions, but there's nothing thin about the assortments. In this period of perspiration and iced drinks the Saks selections of smart summer clothes are an inspiration to behold. They are cool to look at—cooler yet to wear. Best of all, they embrace garments for every conceivable summer want and whim—for golfing, tennis, boating, automobilizing, summer strolling, or just plain loafing in the grateful shade. The variety is immense, the prices are economical, and what's more, these summer clothes show the influence of the Saks supervision in every line and stitch of their making. They are not just light-weight fabrics flung together, but fused clean through with individuality and style.

Saks Suits for Men.—Reduced from \$43, \$40, \$38, \$35, \$30, \$28, now \$23.—The difference between this and most clothing sales is too important for you to overlook. This is not one of those over-advertised philanthropic sales of overlots, designed to help out some unfortunate and mysterious clothing manufacturer. In the first place, we made these suits ourselves, and inasmuch as we keep our assortments at par right up to sale time, you get the double benefit of greatly reduced prices on selections that are right up to the New York minute. *But do it Now!*

Vacation Days

Walt Mason

In summertime the weary clerks break loose from the accustomed works, and take a well-earned rest; the janitor lets duties skip, and packs his grip and takes a trip to some place east or west.

And e'en the freckled office boy deserts his post, with shrieks of joy, and scampers to the woods; for it occurs to all who toil that when the days of August broil, vacations are the goods.

But there is one who oft remains on duty, wearing nerves and brains, while others have their fun; the boss, who needs a lay-off most, is toiling, toiling at his post, as constant as the sun. It would be better far for him, it would renew his strength and vim, if he would quit the grind, if he would drop his business chores, and chase himself around outdoors, and leave his cares behind.

The time invested in a rest is time invested for the best, for men who always toil, do so at sacrifice of power; their nerves get frayed, their tempers sour and sorer than a boil. So for a little while forget the business with its care and fret, and be a youth once more; go fishing with a good long pole, take headers in the swimming-hole, slide down the cellar door.

A tonic it will prove to you; vitality it will renew, your grouch it will destroy; and when from woodlands picturesque you go back to your chair or desk, you'll find your work a joy.

You have to take a rest at night, when in your bed you slumber tight, and snore some ragtime tunes; and if you knew not that repose, your usefulness full soon would close, your surname would be Prunes.

And if a little rest is good, a longer one, in field or wood, by grove or bubbling stream, will help you as it helps your clerk, and brace you up and make your work no more nightmare seem. So, Mr. Store Man, be wise, get out and gambol 'neath the skies, and canter like a colt; get clear away from every care that brings silver to your hair, from business jar and jolt. And take along to brook or glade the helpful paper of your trade, while you are resting there; thus you'll improve the leisure day, and drive all loneliness away, and have some truths to spare.

(Copyright 1915, M. B. Kovnat, Chicago.)



No. 1—This beautiful background panel is 5½ ft. high by 4 ft. wide made of "Tipoon Board" and reinforced with strips of wood at back. Colors beautifully blended and design at top in three colors. Price, including brackets or dividers at side, each.....\$5.00
Flower stand and box made of wood and beautifully colored, 3 ft. 4 in. high. Price, each.....\$2.50



No. 2—Background is a very successful arrangement. Height 6 ft. over all and from 6 to 8 ft. wide, making a complete background and one that is easy to install. This background is beautifully colored and design applied in 3 colors. Water colors used in all designs shown on this page.
Price of background complete (not including foliage), three separate panels in the construction.....\$10.00
Flower stand and box 4 ft. 4 in. high. Each.....4.50



No. 3—This panel is beautifully done in blended colors and edging in relief, touched with gold. This is exceptionally good for use back of a special display of neckties, hosiery, etc. Size 4 ft. high by 2 ft. wide. Price, each.....\$3.00

SOMETHING ENTIRELY NEW IN DESIGN AND AT A VERY LOW COST

These backgrounds shown are very neat, clean cut and good looking and will give you an opportunity to have a beautiful setting, making your merchandise show up to the greatest advantage, and you can do this for a small amount of money.

Do not fail to visit our Show Rooms and Studio when in Chicago

The BODINE-SPANJER ©

Designers and Manufacturers of Decorative Backgrounds for Show Windows

1160 CHATHAM COURT, CHICAGO

Phone Superior 4610

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court

M. P. STAULCUP, Eastern Representative, 44 East 23rd St., New York, N. Y.

A "HIT" AT THE I. A. D. M. CONVENTION

Unusual interest was taken in the demonstrations of Snow White Water Color at the Waldorf-Astoria Hotel, August 2nd to 5th.

Many friends of Snow White came to the booth and encouraged us with kind words of praise for our product, for which we were very thankful.



Send 25c in stamps for sample jar, or post card for booklet

You take no chance in using Snow White for lettering with pen, brush, or air brush on black or the colored cards harmonizing with your store fixtures.

Snow White Water Color has the highest recommendations for preparing such up-to-date display cards.

Please Mention "Merchants Record"

P. O. Box 578

J. W. JOHNSTON Rochester, N. Y.



No. 51-16/103



No. 5



No. 60/103



No. 51/87



No. 50/103

Show Forms

Kindlimann forms have no patent on paper. The big difference is the style and workmanship difference, due to many years of keep-at-it and keep-ahead.

Better forms than Kindlimann's cannot be made. As good service as ours is not rendered. We hang our bid for your business on these two pegs.

SEND FOR OUR NEW LOOSE LEAF BOOKLET

The J. Kindlimann Form Co. 419-421 Broome St.
New York



No. 107-16/078



No. 107/078

A Progressive Sale

SIEGEL, COOPER & CO. of Chicago recently held a big sale which was managed throughout by their salespeople, without the assistance of the department heads. The scheme is described in the following clipping from one of their newspaper advertisements:

This sale is planned and conducted in every particular by salespeople from the ranks. They are out to make a record and you, the public, reap a harvest of savings!

The Progressive Sale was originated by our Salespeople. They requested permission to show how they could conduct such a Sale, and twice yearly since that time we have turned the store over to them. In every section the Selling forces elect a leader, or captain, whose authority supersedes that of the usual section manager for this occasion. Every opportunity is given these leaders to display originality and force in these preparations. Several of our responsible buyers received their first recognition following meritorious records made as captains. Others are striving for similar recognition, and the result is a multitude of business compelling values such as are never to be seen on other occasions. You will find this an unequaled occasion for economical purchasing. You will find it of such importance that you will feel it advisable to supply all your summer requirements now.

§ §

THE retail merchants of Racine, Wis., planned a Dollar Day recently and part of the advertising was in the form of an immense reproduction of a silver dollar. Obviously a cardboard "dollar" much

larger than the largest dinner plate would hardly be mistaken for real money. Nevertheless the cards had on them certain marks that are characteristic of the dollar and the eagle-eyed government representative swooped down upon the unsuspecting merchants and confiscated all of the signs on the grounds that they were a violation of the United States laws.

§ §

BURGESS-NASH of Omaha, Neb., recently held a conspicuously successful Made-in-Omaha exposition in their big store. The store and its windows were turned over to the display of goods made by local manufacturers and a great variety of products were shown. Much interest was taken in the affair.

§ §

MANY advertisements are made misleading, not through any deliberate intention of being dishonest, but because of the overenthusiasm of the advertising man who somehow seems to think that the goods and values his store has to offer are far better than those of any other store. He feels that each item advertised has to be lauded to the skies, although, as a matter of fact, it is just an ordinary piece of merchandise at a fair price. That is the reason many old established stores prefer to print advertisements with little or no descriptive matter.

ANNOUNCEMENT

We wish to announce several courses of special interest to men wanting to learn CARD WRITING for both store and show window work. These courses prepare a man thoroughly, and in his spare time at home. You should at least know about them. Ask for details.

The Detroit School of Lettering

Dept. 1809, Detroit, Michigan

COMPLETE COURSES
BEST MATERIALS



CHAS. J. STRONG, Founder



Announcement

The first factory-made run of SPEED BALL PENS received by us for distribution have not qualified according to specifications in order to do the work properly and successfully as primarily demonstrated by working models constructed and assembled by the patentees, therefore they have been returned for proper remodeling and assembling.

The most important feature in the action or working quality of this pen has been overlooked through a technical misunderstanding on the part of the mechanical department. This principle has been found wanting in the initial factory product. Until this defect is remedied to our satisfaction, by the manufacturers, we cannot conscientiously put any pens on the market.

All that have been distributed without our O. K. and inspection will be replaced with perfected Speed Ball Pens immediately upon completion. This will occasion a delay in deliveries which is unavoidable. We trust our patrons will realize the importance of delivering nothing but a perfect article. Our future business relations demand it.

GORDON & GEORGE

Patentees of the Speed Ball Pen and Their Agents and Distributors

Carry the Suspenders
that All Men Know —

KADY SUSPENDERS

—the suspenders with the best known, biggest pulling, selling feature ever developed
—the Kady

Double Crown Roller

(Exclusive Pat.)
—the device that has made Kady Suspenders known, everywhere as the one permanently free sliding, non-binding, shoulder-smoothing suspender on the market.

The Forehanded Dealer

—will scale up his suspender requirements now. It is timely and wise—and profitable.

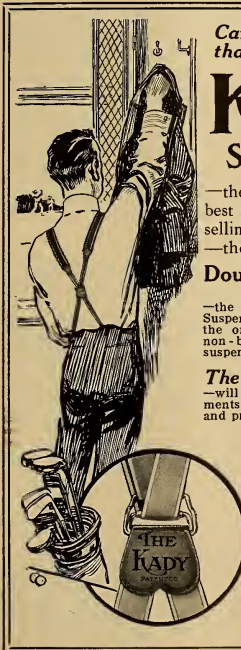
Kady Suspenders Retail at 50c and 75c.

Prices to the Dealer—\$4.00 and \$4.25 the Dozen.

Write for our Catalog and Price List on all kinds of suspenders, belts and garters for men. We are makers of Kady Narrow Garters.

The Ohio Suspender Co.
Mansfield, O.

Makers of all kinds of Suspenders, Belts and Garters



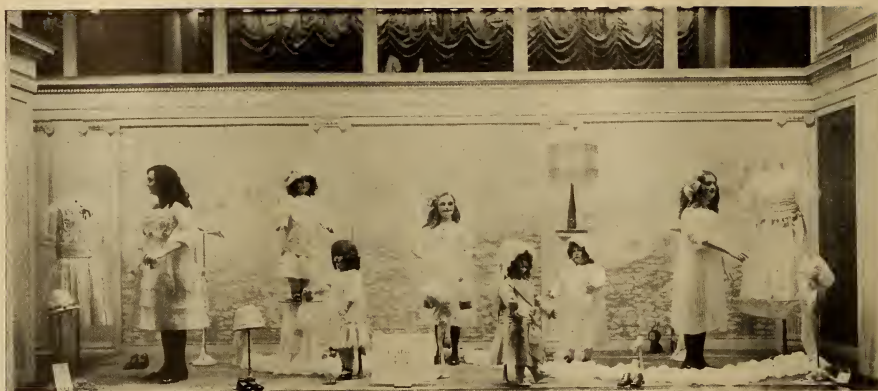


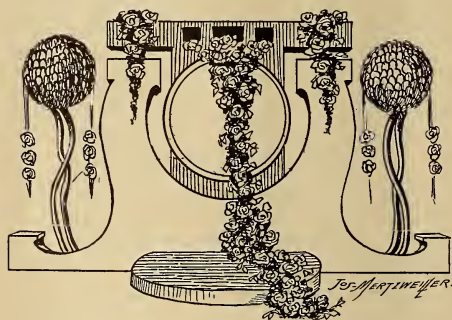
Plate No. 9271—A Display of Children's Wear by S. M. Moses for Lipman, Wolfe & Co., Portland, Ore.

This is an excellent showing of children's wear, but owing to the fact that the colors were all so light the picture does not indicate the real beauty of the display. The background panels were in a scenic design showing children at play in the

open. A puffing of silk extended across the floor. Aside from the background, the only decorative feature in this setting was a lamp, which may be seen at the right of the middle of the background. The results from this display were excellent.

Suggestions for a Background

HERE is shown an idea for a background by Jos. Mertzweiler, display manager for Ryan & Co., New Orleans, La. The framework could be finished attractively in a combination of felt and fine wood grain paper or there are many other finishes that might be used with good results. While roses are sug-



A BACKGROUND SKETCH BY JOS. MERTZWEILER.

gested as the floral decoration in the sketch, almost any other flowers might be used according to the season. The main arrangement of blossoms falls in a cascade from the middle of the top and run out over the floor. At right and left are fancy "trees" that can be made of artificial or natural preserved foliage fastened to a wire frame. The ideas contained in this little sketch might be varied in many ways.

MERCHANTS of Woodstock, Ill., adopted an unusual plan for the entertainment of their patrons during the month of July. Arrangements were made with the managers of local theaters to give special matinees every Friday and Saturday. Tickets to these matinees were presented to any customers who asked for them regardless of whether a purchase was made or not. The performances on Fridays were reserved for residents of the town and those on Saturdays were exclusively for out-of-town people. This scheme proved an inexpensive way to give shoppers an hour of rest and entertainment that should be appreciated.

§ §

EVERY ADVERTISING man should know a lot about type—the more he knows on the subject the easier his work will be. However, there are many men who write advertisements who have but the haziest notion as to the type that is used to set them up. There is no excuse for this. Type is a very simple matter, and a fairly complete idea of it may be had through a few hours of application to a "Type Book" such as may be found in any printing office.

§ §

AN INTERESTING store paper is published monthly by the Burgess-Nash Company, Omaha. It is a cleverly edited sheet devoted to the store and the store people. We recommend that other stores publishing papers place the "Burnasco" on their exchange lists. A. L. Green is the managing editor.

Chicago Display Managers School

Affiliated with the
International Association of Display
Men at the New
York Convention



with an exhibit of mercantile training most interesting and instructive; according to the ballot of a majority of Display men who attended.

The Only Demonstration of Practical Business Education at the Convention

was arranged in this exhibit; as shown in the picture, a crowd of display men were interested in this to attend and cast their votes in favor of *Chicago Display Managers School*.

This is the one Display training institution in the country to have Foremost Display Managers from Chicago's big stores for instructors to train display men. Our instructors will teach you how to drape materials and imitate ready made gowns and waists without cutting the goods or using superfluous attachments; to do this according to *State Street Store Methods*.

How to Display Ready to Wear Proper

and how the big stores of State Street handle many lines of department store merchandise in show windows including their methods for show window back-ground treatment. All of this is part of the instruction course as found only in this school.

Geo. Wallace Hess

our instructor for show-card writing, brings twelve years of successful experience on State Street, to his work in training those who want to learn the best way to do show-card work.

You can join an exclusive class for any part or combination of display instruction, to have the greatest amount of personal attention from your instructors, and you can start on the road to success on any Monday in September or October.

Write for full particulars to learn about the excellent salaries that merchants everywhere are willing to pay for State Street, Chicago, display service and how you can have the assistance of the entire staff of instructors to secure a good position for display management.



Chicago Display Managers School

4th Floor, 304-306 W. Jackson Blvd.

CHICAGO



PRESIDENT, A. J. EDGELL, 23 W. 39th Street, New York.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT

E. D. PIERCE
Rochester, N. Y.

2d VICE-PRESIDENT

L. A. ROGERS
Dallas, Tex.

3d VICE-PRESIDENT

HARRY HOILE
Birmingham, Ala.

TREASURER

ED. O'MALLEY
Kankakee, Ill.

International Association of Display Men

CHM. PUBLICITY COMMITTEE

D. B. BUGG :: New York

CHM. EXECUTIVE
COMMITTEEB. J. MILLWARD
St. Paul, Minn.CHM. MEMBERSHIP
COMMITTEEJ. E. HANCOCK
Charleston, W. Va.CHM. PROGRAM
COMMITTEEGEO. H. LAMBERTON
ChicagoCHM. EDUCATIONAL
COMMITTEEA. E. HURST
New York

The Next Convention

THE Convention of 1915 is now a thing of the past. However, I think it is well at this time that we look back and see what good was accomplished there, and what things might have been done which would have made it even more successful than it was.

If mistakes were made let us look at them squarely and see that they are not repeated at the next convention to be held in Chicago in 1916.

Personally I believe that in many respects the past convention will be the means of greater good to the association than any we have yet held. True, the attendance was not quite as much as we desired, but, nevertheless, what we lacked in quantity was made up in quality of the members attending.

I furthermore believe that holding the convention in New York as we did this year will be the means of bringing in to the association a great many display men from the Eastern Section whom we want and who I think will want us, now that they know what we are and what we are striving for, and this is a very opportune time for all to get together. The East, the West, the North and the South, to co-operate for the common good of all.

And at this time I want to thank the members of the Display Men's Club of America for the splendid way in which they received and entertained us. I am sure that every man went home feeling that he had been greatly helped and benefited by association with them while in their city.

We only regret that they are not affiliated with us, yet we rejoice in the fact that they are men well met and broad enough to overlook all party lines and give us the glad hand of good-fellowship, which they certainly did. And the question arises in my mind at this time that the "acorn" we heard of while in New York, were it planted in the I. A. D. M., would it not the more quickly grow into the sturdy oak that would the better typify this great association? Think it over.

Now, to get back to the convention proper. The main object of these yearly meetings is, I believe, educational above all and the majority of the men who attend come for that purpose more than anything else. As much as they would like to see the sights of the city, their main object in coming is to

improve themselves in their work, and to that end a great many use their vacation time and in some cases pay their own way. Therefore, I firmly believe that we should do more along educational lines and particularly the demonstration features, at the next convention.

I do not wish to criticize the Program Committee, for in many respects the program was a very good



PRESIDENT A. J. EDGELL.

one and possibly they were not altogether at fault, but I want to say, and I voice the opinion of a great many other display men who attended the convention, there were altogether too many speeches and not enough actual work. The talks were very good and also instructive, but when you get so many, it is hard to remember the many good points brought out unless we could take them in shorthand, and as proficient as a display man should be, I hardly think that

Palmenberg

New York

A CATALOGUE OF UNUSUAL COMPLETENESS AND GENERAL EXCELLENCE IS THE NEW PALMENBERG CATALOGUE NOW IN COURSE OF PRINTING. A COPY IS YOURS FOR THE ASKING, PROVIDED WE RECEIVE YOUR NAME AND ADDRESS IN GOOD SEASON.

J. R. PALMENBERG'S SONS

63 AND 65 WEST 36TH STREET

NEW YORK

Smilax, the Decoration Beautiful

You older display men can remember the first Smilax you ever used for your window and store decoration. You will also recall that this Smilax came from "Caldwell."

"Yes, I Am the Man Who Put the Smile in Smilax"

My boys are right now gathering the superior growth of Smilax out on my own private preserves. The plentiful rains have given me a mighty luxurious crop this year.

Smilax an Economical Decoration

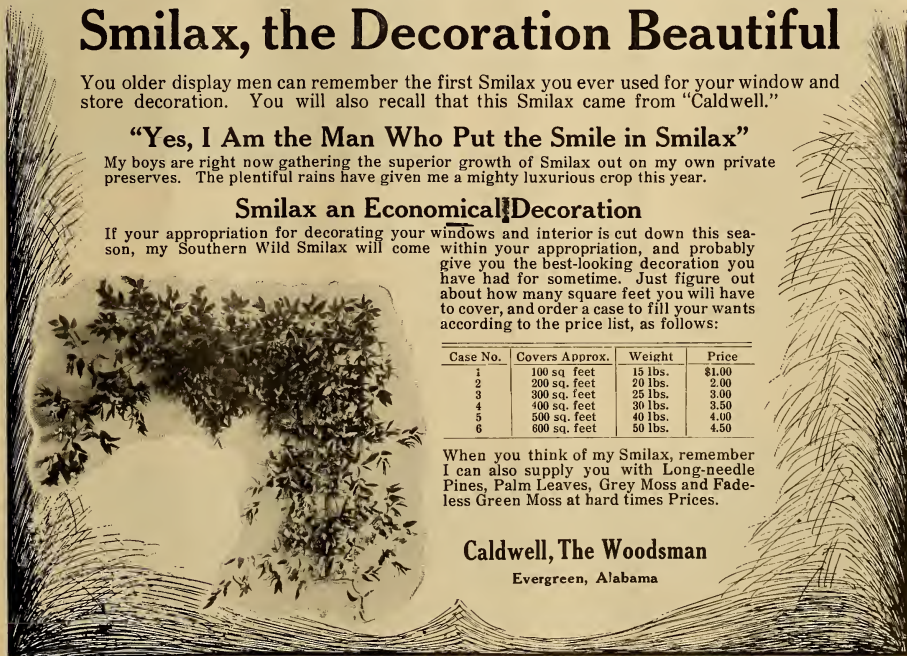
If your appropriation for decorating your windows and interior is cut down this season, my Southern Wild Smilax will come within your appropriation, and probably give you the best-looking decoration you have had for sometime. Just figure out about how many square feet you will have to cover, and order a case to fill your wants according to the price list, as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

When you think of my Smilax, remember I can also supply you with Long-needle Pines, Palm Leaves, Grey Moss and Fadeless Green Moss at hard times Prices.

Caldwell, The Woodsman

Evergreen, Alabama



he knows enough of shorthand to be of much benefit to him. However, we can all sketch and make notes of actual demonstrations of color harmony, grouping of merchandise, the proper use of fixtures and the draping of forms and such other things as are of vital interest to every live display man.

A few good snappy talks are all right, but also let's have more actual work and demonstrations for men of this organization, so that when we go home to the boss and he asks us what benefits we have received, we can say that we not only heard but saw, saw the actual work of men pre-eminent in their profession, and to this end I earnestly believe and hope that the program for the next convention will work along these lines; and in this connection I wish to say that I believe we have in Mr. Edgell as president a man who will do all in his power to make this organization bigger and better, and its conventions more along educational lines, so it is up to us to get behind him, one and all. Begin right now to make preparations for the next convention, which will be held in Chicago next year and which I believe will be the most important one yet held.

The display man is at last coming into his own, and these conventions will do more than anything else to help the display man personally and also to make the I. A. D. M. the greatest educational organization in the mercantile world.

Chairman of the Executive Committee.

B. J. MILLWARD,

St. Paul, Minn.

§ §

IN THE REPORT of the New York convention last month we misspelled the name of L. A. Courtemanche, who is a member of the Educational Committee. Mr. Courtemanche is display manager for Cleland Simpson Company, wholesale and retail dry goods, Scranton, Pa.

§ §

Display Men at San Diego

MONDAY, July 5th, was "Display Men's Day" at the San Diego Exposition. The special Santa Fe train, bearing the display men of California, left Le Granda station at 6:30 Saturday evening and returned with the delegates and their families Monday at 8 p. m.

The display men had their headquarters at the U. S. Grant Hotel. Sunday they were shown the city of San Diego and made excursions to Tia Juana and the Isthmus.

Monday they saw the exposition, including a review of the Fourth Regiment, a concert of the

Thirteenth Coast Artillery Band, and an organ recital on the largest open-air organ in the United States. The big event was the banquet and dance at noon in the Cristobal Cafe.

On the program and arrangement committee were Paul Lupo, New York Cloak and Suit House, Los Angeles; Harry H. Heim, Marston Company, San Diego; C. A. Kupfer, Ville de Paris, Los Angeles; Max Marks, Holzwasser, Inc., San Diego.



Plate No. 9272. A Neat Arrangement of Shirts by J. V. Williams for Browning, King & Co., St. Louis.

Often in making a display of shirts it is desirable to show the same patterns of goods in bolts, but it is not always possible in stores where ready-made goods are sold to get the bolts. Mr. Williams has found a way out of this difficulty. He simply takes a shirt and cleverly conceals the cuffs, collars, and other evidences of its being a made-up shirt. It is then used to drape, as is shown at the top of the pedestal in the rear of this display. This is a made-up shirt, but it is arranged in such a manner to make it appear to be bolt goods. On the floor is another shirt arranged in a similar manner. Red plush was used to cover the column shown in this window.



SOUTHERN CALIFORNIA DISPLAY MEN AT SAN DIEGO, JULY 5, "DISPLAY MEN'S DAY."



One of Our Many Popular Models

Manufacturers of fixtures, furniture, statuary, artificial flowers, scenic backgrounds, etc. Use our larger outfits with remarkable success for varnishing, enameling, lacquering, painting and finishing their products.

Paasche's 3 in 1 Air Brushes

The Best of Them All

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

TRIMMERS' AND CARDWRITERS' OPINIONS:

Greatest Little Instrument
Gentlemen—I received your Model "D" 2 air brush and am more than pleased with it. It's the greatest little instrument I ever saw and would not be without it.
Yours truly, F. CAVANAUGH, Toledo, O.

Derived Much Pleasure and Profit
Gentlemen—I like the brush very much and have derived much pleasure and profit from it.
Yours very truly, T. E. LAMIGAN, Superior, Wis.

By One of the Best in the Business
Gentlemen—Of all the air brushes I have used for years, the "3 in 1" Model "D" Paasche Air Brush fills every need that I have put it to. Do not see how I got along without it.
E. J. BEIG, Display Manager Burgess-Nash Company
Hundreds Write Likewise

PAASCHE AIR BRUSH Co., Manufacturers
5 South Clinton St. CHICAGO, ILL.
Send for latest circular of complete outfits

Paying \$1 for 75c

worth of fixtures. Some are doing it.

Are You?

Better get our catalog and find out. It's free.



No. 99

No. 99. Posture Form. Neck, bust and legs finished in durable flesh tint enamel.... \$12.50



No. 86

No. 86. Dress and Suit Form. Newest Shape. White or Black Jersey..... \$4.25



No. 55

No. 55. Waist Form. Durable flesh tint enamel covers neck, bust and arms..... \$5.50 Without arms... \$3.85

B. Brager & Sons

49 Crosbe St. One block east of Broadway. Between Broome and Spring Sts. New York



Cards of This Kind add Tone to Fall Displays

Fall almost here—high time for you to be thinking about your window displays. Daily is ready to help you and now has ready for your selection air-brushed window cards—executed by hand and showing perfectly the natural Fall tints.

Scenic paintings also offered for your consideration—a greater variety than ever, reflecting the painstaking work by Daily's artists. Prices, quality and service RIGHT or we make it right with you.

Let us help you make your displays "different" this Autumn.

Write today for circular—address Dept. M-9

Bert L. Daily

RAUH BLDG.

DAYTON, O.

YOUR GIFT READY

Handsome celluloid toothpick case free with all orders for brushes, supplies, cards, paintings, etc., received during September for \$1 or more (one to a customer) if you mention this paper. Limited quantity—write at once.

Your Choice of These Five Great Books Free

- "One Hundred Good Holiday Displays"
- "One Hundred Good Alphabets for Show Cards"
- "One Hundred Good Displays of Women's Ready to Wear"
- "One Hundred Good Men's Wear Displays" Second Edition
- "Outdoor Decorations"

How to get one of the books free—

The Merchants Record Co., Publishers
431 So. Dearborn Street Chicago, Ill.

Books must be ordered when cash subscription or renewal is sent in.

These books are for the exclusive use of subscribers to—

MERCHANTS RECORD and SHOW WINDOW

Price \$2.00 a Year

Each two dollar subscription entitles you to any one book. Your choice of any two books on receipt of four dollars for your own subscription and one other. Send us your renewal and \$2.00 stating which book you wish us to send postpaid and absolutely free.

WHO IS THE BOSS?

W. A. HAWKINS, SUPERINTENDENT OF THE BIG STORE OF JORDAN, MARSH & CO. IN BOSTON, SAYS THAT THE CUSTOMER IS ALWAYS THE BOSS WHO MUST BE PLEASED

A COMMON FAULT with salespeople, especially those lacking in experience, is to assume too partisan an attitude in favor of the store when any argument arises with a customer. In his anxiety to safeguard the interests of the employees, the overzealous salesman frequently goes much further than the policy of the store justifies and the result is that the customer is offended and his trade irrevocably lost.

After all, the store is subservient to the whims and caprices of customers and these must be humored whenever that can be done within a reasonable limit. It is therefore highly essential that each member of the selling force shall fully understand exactly what the store's policy is regarding the attitude to customers having real or fancied grievances. On this subject, W. A. Hawkins, superintendent of Jordan, Marsh Co., Boston, recently made an enlightening talk to a class of women students in salesmanship. The following are extracts from Mr. Hawkins' talk:

"For a number of years we have had a School of Salesmanship in our own establishment. We could not get along without it now, and we wonder how we did without it for so many years.

"We not only give our old and regular employees courses of instruction from time to time, but every new employe must receive instruction in this school. It is my custom to address each class on what we call 'Graduation Day,' and this is what I always say to a class of new beginners. Assuming a serious manner, I say:

"As you are about to enter the employ of Jordan Marsh Company, there is one very important thing that you should know, and that is, who is the boss in this store. 'Now, who is the boss?' I ask, pointing to some eager student. The answer usually comes back, 'Why, you are!' I reply, with emphasis, 'Oh, no! I'm not the boss.' Again I ask, 'Now, who is the real boss in this store?' All are intensely interested now. Positive voices in chorus now proclaim a member of the firm to be the real boss. I say again, 'Oh, no, no! He is not the boss. The real boss in this store is the customer.' It's the customer that you and I are here to please. It's the customer who pays your wages and mine. If it were not for the customer, you and I would be looking for a job, and we might not get as good a one as we have here. Now, if you are sitting behind your counter, doing nothing, and you see me coming, don't jump up; but, if you see the customer,

the boss, coming, jump! That always makes a deep impression.'

"One great reason for the success of our business is that we are governed by what we are proud to call 'The Jordan Marsh Spirit,' the following exemplification of which is kept constantly before the minds of our people:

S S

JORDAN MARSH SPIRIT

"An employe was severely criticized in the firm's office. It was said of him: 'That man has not caught the Jordan Marsh Spirit yet.' The man in question had done something which, in the eyes of the firm, is a crime; he had allowed a customer to leave this house disappointed and dissatisfied, when he might have sent her away smiling and satisfied. In adjusting a certain matter he had been guided by his own spirit, which in this particular case was small and narrow, instead of being guided by the broad and generous spirit of this house.

"Fortunately, a few days later, this customer fell into the hands of one of those who comprise the majority in this house, and who are thoroughly imbued with the 'Jordan Marsh Spirit,' and the matter was adjusted fully to the customer's satisfaction, and she was won back into the great fold of Jordan Marsh patrons.

"Now, what is this spirit that we talk about; this great 'something' that is associated in the minds of the public with the name of Jordan Marsh? It is the true, honest, sincere determination to give satisfaction to every patron of this house, no matter how poor or humble their position may be, no matter how little or how much they may buy.

"If you are a salesperson, and it does not lie in your power to satisfy a customer, then call a superintendent and turn the responsibility over to him. If you are a superintendent or a department head, and it does not lie in your power or within the limits of your authority to satisfy a customer, then refer the matter in question to some member of the firm, and let the responsibility rest with him, but never allow a dissatisfied customer to pass out of our doors.

"If there is anyone among us whose temperament is such that he or she cannot let his or her conduct be governed by this spirit, then let that person feel that we have reached the 'parting of the ways' and try some new field of effort."

S S

MERCHANTS of Duluth, Minn., have opened up a vigorous war on fakes of all kinds. They have also employed an attorney whose business will be to enforce the laws through prosecutions of all offenders. Transient merchants are aimed particularly.



For the Best Fall and Winter TRIMS

Get busy, Mr. Display Man. It's easy money for you. Send for full particulars.

Our scenics make the value of your goods stand out. THEY DISPLAY.

BER-ZER SCENICS

Make your Windows a positive Sales factor.

Illustrated Booklet and Circulars today.

Something new—Air Brushed Cards on Colored Mat Board. 2 samples (7x11), 25c

BER-ZER STUDIO, Dayton, Ohio

Mr. Cardwriter: Send for our new catalogue of Brushes and Supplies today.

Important Announcement

In the near future the Botanical Decorating Co. will move into new and greatly enlarged quarters at 208 West Adams St. The new display room will have nearly 10,000 square feet of floor space and the flowers and decorative specialties will be shown in a manner such as has never before been attempted by any flower house. At the new location we will have—

The Finest Artificial Flower Display Room in America

Every little detail in the arrangement of this big display room is being handled in the most artistic manner possible, and when complete it will be the most interesting and instructive exhibit of decorative materials ever presented to the display man.

This is the second move in the past few years that has been made necessary by the great increase in our business. The growth is due to an appreciation by display men that

Botanical Decorations Are Best to Buy and Best to Use

If you have not received a copy of our big colored catalog, send for it today—it is free

The Botanical Decorating Co. 504 S. 5th Avenue
CHICAGO

That the

PRACTICAL AIR BRUSH

is all the name implies is proved by the fact that in the last 30 days hundreds of display men and cardwriters located in all parts of America have bought the **PRACTICAL AIR BRUSH** and find its use fills a long-felt want.

The following is an unsolicited letter recently received from Mr. L. O. Butcher, the well-known authority on air brushes:

Chicago, August 21, 1918.

"Gentlemen: I have tried the **PRACTICAL AIR BRUSH** and find that it gives very satisfactory work, where a single action brush can be used to advantage.

It is simple in construction and should prove a great help to those wishing a low priced brush.

Yours very truly, L. O. BUTCHER"



\$7.00

For the present the price of the **PRACTICAL AIR BRUSH** is only.....
Our straight guarantee goes with every **PRACTICAL AIR BRUSH** sold. Send today for folder and full particulars.

ECONOMY MANUFACTURING CO.

4755 London Avenue, CHICAGO

Ask us about the **Practical Air Sprayer** for spraying dyes, lacquers, varnishes, paints, enamels, etc.

Note Simplicity of the
Air Throttle

For Our Advertisers

Display Contest

The Ber-Zer Studio of Dayton, Ohio, is promoting what promises to be a very interesting contest for the Display Man. The unique feature of this contest is that there will be no blanks, as every one entering this contest by submitting a photograph of their window is assured of something for his trouble.

This contest is open to all, and will close on Dec. 10, 1915, by which date all photos must be in.

The Ber-Zer Studios are enjoying a reputation for producing a class of scenic effects which have won them an enviable position with the Display Men who have been fortunate enough to see their work.

They are as usual this season, far in advance in creative and decorative ideas, and are putting out a line of silhouette poster panels that are true works of art, being entirely different from anything yet shown. These panels can be made to match any color scheme or in any shape



A Ber-Zer Silhouette.

desired and the prices are within the reach of all, \$1.50 each, and up, according to size.

The fall cards they are showing this season are a new departure in show-card work. They have devised a way in which the most delicate tints can be stenciled on any colored mat-board, and are using the popular flowers air-brushed in the natural colors as a decoration on these cards. The stencils are cut to post-card size making them suitable for any size card and can be purchased in single sets or dozens as they have worked up thirty different designs.

You will find the Ber-Zer Studios always ready to answer all inquiries and a post card will bring to you their catalogues and circulars showing the latest designs in scenic paintings and air-brushed cards.

✕ ✕

Lignine (wood) Carvings

While all of the exhibitors at the New York Convention were well pleased with the results obtained from a financial and advertising standpoint, yet none were more so than the Ornamental Products Company of Detroit,

Mich., manufacturers of Lignine (Wood) Carvings, unbreakable. Mr. Crombie made some noise in his corner pounding and driving nails into the carvings in order to demonstrate they were practically indestructible, and could be used over and over again.

Display managers recognize that Lignine (Wood) Carvings can be used advantageously, successfully in creating backgrounds, screens, pedestals and plateaux and that their use simplifies their work. Samples are sent by mail, unwrapped and unprotected with the following rigid test suggestions on the back: Pound the high points with a hammer, drive nails into them, cut on the band saw. To our mind, these are some tests.

We advise our readers who are not, to become conversant with the merits of Lignine (Wood) Carvings. They are attached by bradding and are easily finished in gold, bronze, antique copper, marble, white enamel, ivory, oak, mahogany, walnut and can be painted.

✕ ✕

Tube Systems for Stores

Often, when a small merchant is approached on the matter of an improvement in his store equipment, he will answer:

"Yes, that's a fine thing for a big store, but we couldn't afford it—our store is too small."

And that is one of the reasons that many small stores remain small. The average little merchant persists in looking at things in a little way and does not seem to realize that the big store grows because it takes advantage of every opportunity to improve its equipment for doing business more economically and more expeditiously. Modern equipment is one of the chief essentials to the growth of any store in these days of strenuous competition. But, aside from the fact that modern equipment quickly pays for itself, it is not necessary for a small store to invest a great deal of money in order to secure efficient equipment.

For example, a valuable and interesting book is issued by the Universal Pneumatic Transmission Co. of Chicago, illustrating types of Tube Systems installed by them in various sections of the country—some of them in very small stores.

Advanced methods and new inventions, which have reduced the cost of installing and operating tube systems, have made it possible to place Universal Pneumatic Tube Systems in the smallest stores as well as in the largest.

This is a desirable advantage to the merchant who heretofore considered his store too small for a tube system, as it places within his reach this most modern and rapid cash and charge store service.

The book shows the manner in which the tubes concentrate the money in one central desk which means the elimination of numerous cashiers and also shows in an interesting and instructive manner the many types of equipment, each adopted to a particular cash requirement. It is a valuable book for the manager and proprietor of a modern store and is cheerfully furnished upon request.

✕ ✕

Modern Window Fixtures

An exceedingly interesting circular that will appeal to every progressive display man has just been issued by the Polay Fixture Service of Chicago. This firm for years has had the reputation of originating and manufacturing some of the handsomest wood fixtures on the market. The new circular indicates that this reputation has been well earned. It shows a number of new ideas that will make a strong impression upon the discriminating display man. One of their new models is in the Jacobean style. Plateaux made in this style have a remarkably rich and classy effect. In addition to the Jacobean style there are many other new and very attractive ideas shown in this circular. It is well worthy of the attention of every display man and those who have not received it should write for it at once to the Polay Fixture Service, 710-711 Medinah Building, Chicago.

Show Window Valances

Send for your copy of
OUR NEW CATALOG
OF OUR NEW UP-TO-DATE DESIGNS IN

**Valances,
Puffed Shades
and
Lambrequins**

Supreme in Quality
and Workmanship

Get the Catalog!

The Art Window Shade Co.

Established 1893

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BEAVER BOARD

WALLS AND
CEILINGS

For Many Purposes

A boon for window trimming, Beaver Board has many other uses in your store.

Light, strong, easily-handled, it's just the thing for remodeling or repairing walls, ceilings, partitions, etc. Paint it to fit your decorative scheme.

In your home, too, or any other building in which you may be interested, Beaver Board can be used to advantage in a variety of ways.

If you are going to build, remodel or repair, send for the interesting little book, "Beaver Board and Its Uses." It's free. Ask us also about Beaver Blackboard.

Sold by 9,000 lumber, builders' supply and hardware dealers.

The Beaver Board Companies

U. S.: 632 Beaver Road, Buffalo, N. Y.
Canada: 832 Wall St., Beaverville, Ottawa
Gt. Brit.: 4 Southampton Row, London, W. C.

Branch Offices in Baltimore, Boston, Chicago, Cleveland, Detroit, Indianapolis, Kansas City, Mo., Minneapolis, New York City, Omaha, Philadelphia, San Francisco, Los Angeles.



NEW DECORATIVE BRANCH

No. 708. Natural Prepared Fireproof Poplar Branch.

These branches with their beautiful scalloped leaves are entirely new and can be had in colors, as green, red or tan. Branches average spread 2 feet, 36 inches long. Per 10 \$4.00. Per 100 \$30.00

Ready for Delivery

Low Prices

Best Quality

Natural Preserved Oak or Beech Branches, select stock, 3 to 4 ft. long; colors red, green or tan; per 100.....\$5.50

Maiden Hair Ferns, large size, all colors; per 100.....\$5.50

Oak Vine, Fall color, 9 leaves to yard of muslin; gross.....\$7.80

Maple Vine, Fall color, 9 leaves to yard of muslin; gross.....\$7.80

Grape Vine, Fall color, 9 leaves to yard of muslin; gross.....\$7.20

Oak or Beech Roping, Natural Preserved, 2½¢ per yard up.

Full Line of Flower Sprays, Vines, Branches, etc.,
Shown in Our New Fall Catalog,
send for same

J. HARTWIG CO.

26-28-30-32 Pellington Pl., Brooklyn, N. Y.

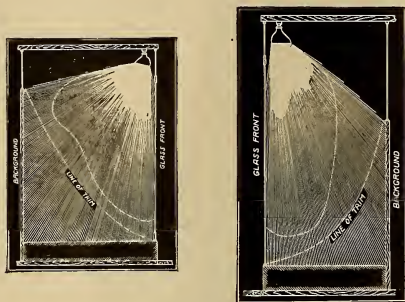
Showroom, 24-26 W. 30th St., N. Y.

New Nitrogen Lamps

A new era in store window lighting has been brought about by the invention of the gas-filled Mazda "C," commonly known as the Nitrogen lamp. As is the case with most new things, the Nitrogen lamp is being used by many people who have no knowledge of its construction and very little concerning its application.

Many of the merchants who are lighting, or attempting to light, their store windows with the Mazda "C" lamps, use equipment that was designed for a wholly different style of incandescent lamp. It is important that the folly of such attempts should be pointed out. Satisfactory results cannot be secured from these or any lamps unless they are used with proper reflectors.

Merchants who use Type "C" lamps in their old reflectors (designed for the vacuum tungsten lamp) are dis-



Left—Light distribution in window from 100-watt "C" lamp in "Jove" reflector. Right—Same with "Jupiter" reflector.

appointed because there is not the great increase in illumination they expect. Naturally they condemn the lamp whereas it is very efficient if the intense light which it produces is properly directed.

As these new gas-filled lamps, particularly the 100 watt, will undoubtedly be used to a very considerable extent in window lighting, the following facts concerning their construction and the accompanying suggestions as to their correct use are set forth.

These lamps differ from the lamps formerly used, in that the filament or light source is located close to the lower end or tip of the lamp and is much reduced in size. Owing to this concentration of the light source, and its location, it is necessary, in order to protect the eye from its intense glare and to throw the light down into the window, that the reflector must have a particular shape. Not only must the shape of the reflector be correct, but it is necessary to have spiral corrugations. Furthermore, these corrugations must be rather small. The filament of the lamp, being so concentrated, straight corrugations result in what is called striations or streaks of light and shadow. The small spiral corrugations break up the intense light rays, and if the reflector is of correct shape, the light is thrown straight down into the window and sufficiently high into the background to cover the window trim evenly.

The correctly shaped reflector secured wonderful results, preventing the light rays from going to the top or side of the window or out on the background.

This new lamp of 100 watt size, which seems to be the most practical for window lighting, produces 125 C. P. as against 105 of the 100 watt vacuum Mazda lamp so generally used. As Nitrogen lamps generate extraordinary heat, it is necessary that the reflectors have a special backing which will withstand high temperature indefinitely.

We are illustrating here two new powerful X-RAY window searchlights which have been produced to use with these lamps. Their shape, corrugation and high temperature backing conform to the requirements which have just been described.

Reflectors of two distinct shapes are necessary. One, called the "Jove," is suitable for windows of average proportions—that is to say, windows which are from one to one-half times as high as they are deep, the depth being measured from the front glass to the background.

The "Jupiter," a reflector with increased concentrating power, is designed for windows the height of which is approximately twice as great as the depth.



Jove.

These reflectors will give a higher intensity of uniform illumination than has ever before been delivered with 100 watts of electric current.

Too much emphasis cannot be placed upon the fact that for correct window illumination the light filament of the lamp should be contained in reflectors that prevent the passerby or persons in the store seeing the lighting source.



Jupiter.

This is now a well-recognized principle in illumination, but from observation it would seem that many merchants do not realize its importance.

The illustrations show the new X-RAY "Jove" window reflector and the "curve" or direction in which the main flux of light is thrown into a window by the combined use of the reflector and the hundred watt gas filled lamps.



WOLD
AIR BRUSHES
THE STANDARD OF THE WORLD


We have made Air Brushes, Sprayers and Air Compressors for over a quarter of a Century.
A high grade piece of work requires the best tools made. We make them.
We make them for all purposes, at prices to suit the work for which the Air Brush or Sprayer is to be used.
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The Wold Air Brush Mfg. Co., 716 W. Madison St. CHICAGO, ILLINOIS

1000
Window Trims



in
these two
Mailing Cases

With This 100-Piece Hardwood Skeleton Structure You Can Make
PEDESTALS, STANDS, TRAYS, CARD-HOLDERS, COLUMNS, RACKS, PLATFORMS, EASELS, LATTICES, WINDOW DIVIDERS
Folder Illustrates Many Window Trims. Send for It
Displays Company, 11 Murray St., New York



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RAT AND MOUSE
CATCHER

Caught 51 Rats One Week

Trap resets itself. 22 inches high. Will last for years. Can't get out of order. Weighs 7 pounds. 12 rats caught one day. Cheese is used, doing away with poisons. This trap does its work, never fails and is always ready for the next rat. When rats and mice pass device they die. Rats are disease carriers; also cause fires. Rat catcher sent prepaid on receipt of \$3. Mouse catcher 10 inches high \$1. Money back if not satisfied.

H. D. SWARTS,
Inventor and Manufacturer Universal Rat and Mouse Traps,
Box 566, Scranton, Pa.

TAKE INVENTORY EASY



SEE YARDS RIGHT THERE
NO BOOK TO REFER TO
NO FIGURING TO DO

Get This on Approval
Measures Cloth, Laces, Trimmings and Ribbons without unwinding
Putnam's Improved Cloth Chart
Price \$10.00 Parcel Post on Approval
Dept. W THE A. E. PUTNAM CO., Washington, Ia.

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Elite
PRICE CARDS
Used by the
Largest Stores

Write for
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and prices

Made of heavy high-grade White Cardboard with Beveled Edges of Gold or Silver in a variety of shapes and sizes. ELITE CARDS give a touch of elegance to the articles to which they are attached.
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3435-39 Ludlow Street }

LEARN THE ORNAMENTAL PLASTER PARIS ART

YOU CAN MAKE HUNDREDS OF BEAUTIFUL DECORATIVE DESIGNS
Vases, Pedestals, Shields, Face Designs, Display Plateaux, Flower Boxes, Scrolls, also Molding for Panels, Screens and Signs
HOW TO MAKE THE ORIGINAL MODELS from the beginning up to the point of taking the plaster cast is fully explained in our book. SEND FOR THIS OUTFIT. Book—"The Art of Casting Ornamental Plaster Paris Designs" with full explanation how to make the original models. Complete formula with directions how to make the relative molds. A liberal supply of the ingredients used in making the relative. PRICE FOR ABOVE OUTFIT, \$1.50.
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Illustrated Booklet




THE IRABAR CO., Harrisburg, Pa., U. S. A.

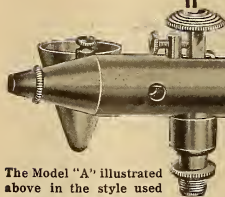
Adjustable Reflector for Show Windows

Especially designed for use with The Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.



American Reflector & Lighting Co.,
517 Jackson Boulevard, Chicago

You Can Do Better Work With the Fountain Air Brush



**The Original Pencil-
shaped Air Brush**

The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago



**Ornamental initials
and initial panels**
suggest the best medium for the
decoration of window cards.

New creations now ready—a
variety of hand-colored effects
for a dime. Order now—at once



*No free samples—No Postals.
Lettered with Hess Plug Pen.*

panels for men's wear and
shoe stores. Samples
die cut holly ornaments
10¢ and 25¢. Holly cards
of surpassing beauty.

Geo. Wallace Hess
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Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual
size of three smallest
widths—made in six
sizes up to 5-8 in. wide.

Also made in Pure
Ox Hair, Pure Red
Sable Riggers, with
fine square points.

Special Brushes

For the Show Card
Writer, Coast Dry Colors
ready for use, add water
only.

Send for 1915 Folder
showing full line at a
glance.

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.



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WINDOWS and BACKGROUNDS
USE
Silk Plushes, Velours, Felts,
Cretonnes, Tapestries
and Sunfast Draperies**

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

We wish to publicly extend our thanks to members of the I.A.D.M. and their friends who visited us during the time of the New York Convention.

Display men and merchants are cordially invited to call at

L. SCHNEIDER

6 Second Street, New York, N.Y.

and inspect our lines of artificial flowers. We carry a large and complete line of flowers, sprays, vines and palms for decorating purposes.

Send for samples and prices.
We do not issue catalogues.

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—First class card writer and window trimmer wants position. Years of experience; best references. I wish to connect with an up-to-date store in a large city. Salary no object. For full particulars, address "M.J.R.," care Merchants Record & Show Window.

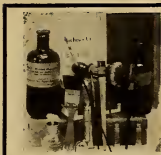
POSITION WANTED—Experienced up-to-date display manager and interior decorator seeks employment with a reliable firm; is capable of taking charge and can handle any line of merchandise; best of reference. Salary to start, \$35.00. Address Rawn F. Rapsher, 2538 So. 17th St., Philadelphia, Pa.

POSITION WANTED—Window Dresser and Card Writer, young man, 27, unmarried, five years' experience with first-class firms, wants place in department store or dry goods lines in Middle West, prefer Chicago district. Strictly temperate and reliable. Will start at \$15. Address "L. L.," care Merchants' Record & Show Window.

WANTED—Dry Goods, Furnishing and Clothing Salesmen to learn window dressing and show card writing. For FREE illustrated catalog write Smeby Bros., Twin City School of Window Dressing, 19th St. and 2nd Ave., South, Minneapolis, Minn.

CARD WRITERS—Before you order your next brushes, send for our large 48-page catalogue, which is full of valuable information for card writers. Enclose 2c stamp to Desk M. The Card Writers' Supply Co., Galesburg, Illinois.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.



With This Outfit — You Can Clean and Retouch Your Own Wax Figures
Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.
Outfit without formula - - \$3.00
Outfit including formula - - 5.00
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Catalog free 335 Crescent Street, Harrisburg, Pa.



A Revolving Display Table in Your Window

Will Bring Business

Write for catalog of Tables, Counter-shaft, Pulleys, Reducing Gears, etc.

WINFIELD H. SMITH

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Work Done on the Premises Renovating and Repairing

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I Visit All Sections of the United States Semi-Annually
Write Me

Endorsed by the
Display Managers and Window Trimmers Associations

581 W. 161st Street

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Outdoor Decorations

Automobiles— Buildings— Floats—Etc.

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THIS book is called "Outdoor Decorations" and contains a collection of more than 100 fine engravings showing the best examples of parade and exterior decoration done by the leading decorators of the country.

If there is to be a parade in your city this summer, you will find this book a gold mine of practical suggestions. It is filled with new and clever ideas for the trimming of automobiles, floats, carriages, halls and the outsides of buildings. The schemes of decoration vary from the simplest to the most elaborate, and any of them can easily be copied by any practical decorator.

If you have any outside decorating to do, this book will prove a wonderful help—you can't get along without it.

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If you are already a subscriber to "Merchants Record and Show Window," send us \$2.00 to extend your subscription one year, and we will forward you free and prepaid a copy of "Outdoor Decorations."

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Merchants Record 431 S. Dearborn St.
and Show Window Chicago U.S.A.

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

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431 SO. DEARBORN ST. CHICAGO



THIS book has taken a great stride in advance of all other books, because it takes up in consecutive order every medium used for making show cards, and gives complete information on the medium, complete sets of alphabets made by this medium and sets of completed cards.

Faust's Book contains 63 Instruction Plates, 72 Full Page Designs, more than 100 Alphabets, 32 Sets of Numerals, 163 Examples of Show Cards, 110 Illustrations of Brush Work, Numerous Illustrations of the work of the different Pens, Air Brush, etc., etc. Show Cards by Experts for all seasons of the year.

The book opens on the end, as per illustration above, it is 6x10 inches in size and contains 112 pages. Paper cover, (imitation leather), \$1.25. Heavy board cover, bound in silk cloth, \$1.75. Sent postpaid to any address upon receipt of price.

MERCHANTS RECORD CO.

Book Dept.

431 S. Dearborn St., Chicago



No. 4525 Hydrangea Bouquet

No. 4525 Hydrangea Bouquet. In Autumn colors, pink, blue, orange, red or yellow, with natural prepared Austral Ferns, 30 inches high, complete, each.....	\$ 1.43
Per dozen.....	14.30
Cut represents three sprays, 30 inches high; per dozen single sprays.....	3.80

A full line of artificial flowers and plants illustrated in Catalogue No. 400, free for the asking. We are not represented at the convention with samples, but **you are welcome to visit our spacious show room at 61 Barclay St., N. Y.**

Frank Netschert Company, Inc.
 61 Barclay Street NEW YORK CITY



Meier & Frank Co.

(Portland, Ore.)

now occupy their new 12-story home which is said to be the most modern and handsomely equipped department store west of Chicago.

Curtis-Leger fixtures, forms and wax figures were selected for all their window and interior displays.

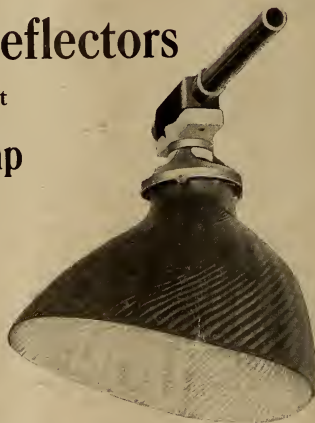
This constitutes one of the largest single orders for display equipment ever placed.

Send for Our Catalogs.

X-Ray Window Reflectors

for use with 100-watt

Type "C" Lamp



Many of the merchants who are lighting, or attempting to light, their store windows with the Mazda "C" lamp use reflectors that were designed for a wholly different style of incandescent lamp. It is important that the folly of such attempts should be pointed out. Satisfactory results cannot be secured from these or any lamps unless they are used with proper reflectors.

Merchants who use Type "C" lamps in their old reflectors (designed for the vacuum tungsten lamp) are disappointed because there is not the great increase in illumination they expect. Naturally they condemn the lamp, whereas

it is very efficient if the intense light which it produces is properly directed.

As these new gas-filled lamps, particularly the 100-watt, will undoubtedly be used to a very considerable extent in window lighting, the facts concerning their construction and the accompanying suggestions as to their correct use which are set forth in our new book "Standard Show Window Reflectors" will prove invaluable to merchants. These reflectors give the highest light intensity in the window possible with the 100-watt "C" lamp.

Send for the new free book.

CURTIS-LEGER FIXTURE CO.

237 Jackson Boulevard, Chicago

MERCHANTS RECORD AND SHOW WINDOW



Ye Olde Time Store

CHICAGO



No. 255

Figures The Garments Fit

Modeled on lines that will insure a perfect fit for the season's latest designs. We know that they are right, but the best test for you is to try them out. Send your orders in now—and remember Norwich Figures like Norwich Fixtures stand for permanent satisfaction. Send for Our Catalog. It will interest and help you.



No. 411

The Norwich Nickel & Brass Co.

Norwich, Conn.

New York
712 Broadway

Boston
26 Kingston St.



The Emporium, San Francisco
Frink and J-M Linolite
Systems of Lighting

Reach *your* audience with Frink and J-M Linolite Systems of Lighting

The display of merchandise in the show window has today become an art.

It is only by the most perfect taste and judgment that you can realize maximum pulling power from your windows.

For example, you wouldn't think of using a riot of color to impart dignity to a show window nor would you drape a window in burlap to display a line of filmy laces.

And this same logic applies to lighting your show cases and show windows.

For in these days of tasteful and skilled window trimming only the most flexible and perfect lighting can do them justice. Then,

too, unconsciously the public is becoming more and more critical.

Why not equip your show window with a modern concealed service system, a system that has eye attracting, sales getting power—and that is flexible in every way?

We will be glad to send you all the facts direct or if you please, ask your own light and power company about this department of Johns-Manville Lighting Service, as well as the other two departments.

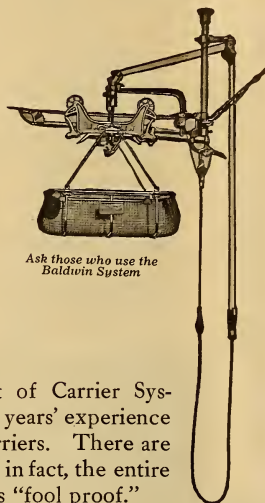
The Mitchell Vance Co.—Lighting Fixtures
and
The Gill Bros. Co.—Lighting Glassware.

H. W. JOHNS-MANVILLE CO.

New York and All Large Cities

YOU HAVE TO LIVE

with your Clerks and Carrier System and it is well to have both working smoothly and harmoniously, in order to give your customers quick service, which is demanded in these days of keen competition.



Ash those who use the
Baldwin System

The Baldwin Flyer CASH AND PACKAGE CARRIER

is the highest development of Carrier Systems; a result of over twenty years' experience specializing on wire-line carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "fool proof."

It is the greatest advance in carrier construction in years and when equipped with our

Ball-Bearing Wheels

and "no tear" rim Baskets you will have a system with no "come backs."

Baldwin ball-bearing wheels are made right—no oil is required, nothing to damage goods and collect dust.

Our Over-Shoot

operates to the second floor into the most remote corner, as it will turn a curve after it gets up there, if necessary; can be sent with great speed easily, and is noiseless.

Our Up-Shoot

is the reverse of our over-shoot. These are the only successful carriers of their kind and require no added expense for power.



Investigate the most important part of your store equipment

Do your carriers need overhauling? See what Baldwin can do for you on an exchange. Don't be bothered with defective store service. Baldwin Carriers will give you absolutely the most perfect service possible to obtain.

Write us today

See our latest improvements

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

How's Your Pattern Business?

You would probably say in reply to the above question — "Our pattern business is O.K." At the same time you would not object to increased sales in the pattern department.

Every store that has put in this No. 1109 Pattern Counter has shown remarkably increased sales of patterns.

The manager of the Pattern Department in one of the big stores says:

"For showing and handling a great volume of pattern business, your pattern counter is the most practical arrangement I have ever seen. The *profits from our increased sales* inside of 60 days paid for the counter."

Be the first in your town to install "Lyons' Pattern Counter". Write for further particulars and prices.



No. 1109. Pattern Counter

This counter is 34 inches high and 30 inches wide. The width of the top of the counter is 13 inches and the width of the book shelf is 18 inches, and is covered with imitation leather. The book shelf is tilted, thus allowing the pattern books to be examined easily. The top is made of a seven-ply panel two inches thick and the front a $\frac{1}{8}$ -inch

five-ply panel. The case is mounted on 5-inch metal legs. The back of the case is fitted with two rows of pattern drawers, each drawer holding two rows of patterns. Below the drawers is an open space for pattern papers. All exposed parts are of quarter sawed oak or birch mahogany.

We Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, etc.



Showing back view of Pattern Case

Write for Catalogues and Prices

Hugh Lyons & Co.

802 East South Street, Lansing, Mich.

New York Salesroom: 35 W. 32nd Street

Chicago Salesroom: 313 Jackson Boulevard

Have you received your copy of latest issue of "COMPLETE DISPLAY" our beautiful new magazine?



Show Window Plateaus

.... With the Use of Plateaus When Making Your Window Trims You Can Get Very Striking Results.

..... Plateaus Have Become a Necessity to Good Window Trimming. They Lend Themselves Nicely to Individualizing a Certain Style, or make a Good Centerpiece for the Window.

..... 12 Styles, With Low and High Movable Legs, in Mission, French and Carved Designs. With or Without Plush. In 2 Woods and a Dozen Finishes.

THE OSCAR ONKEN CO.

No. 3726-B Fourth St.

Cincinnati, Ohio, U. S. A.



Effective Grouping

Have You Our Catalog No. 89?



A Luxfer Daylighted Store—Reduces Artificial Light Bills—Increases Business

Daylight in a home as valuable as it may be, is not half so important as in your store, because there are more people to get the advantage of Daylight in a store than in a home.

Luxfer Delivers the Daylight

Customers not only like Daylight, but they prefer to deal in a Daylighted store. It saves them eye strain and makes their shopping a

pleasure. Selecting merchandise does not irritate them, but rather gives them satisfaction.

Clerks are also influenced by Daylight and are better fit to wait on trade and which keeps them on "selling edge."

The merchant can appreciate the value of Luxfer and Daylight, when he realizes that there are 55,000 installations giving Daylighting service in stores and buildings of every kind.

If your artificial light bill is too large and if your store has not all the Daylight that you want, let us show you how you may cut down your light bills in two and have a thoroughly Daylighted store besides.

AMERICAN Luxfer Prism COMPANY

CHICAGO, Heyworth Bldg.
BOSTON, 48 Federal St.
CLEVELAND, 419-20 Citizens' Bldg.
DULUTH, 319 W. Michigan St.
DETROIT, Builders' Exchange.

KANSAS CITY, N. Y. Life Bldg.
MILWAUKEE, 1717 Wright St.
NEW YORK, 507 W. Broadway.
NEW ORLEANS, 904 Hennes Bldg.
PHILADELPHIA, 411 Walnut St.

ROCHESTER, 38 Exchange St.
ST. PAUL, 368 University Ave.
DALLAS, Builders' Exchange
SAN FRANCISCO, 1202 Hearst Bldg.
LOS ANGELES, 1835 S. Main St.

Lignine
(Wood)
Carvings
Unbreakable
The
Effective
Trim



Can
Be
Used
Over
And
Over
Again

NOTHING in the ORNAMENTAL FIELD will give you Backgrounds and Screens the finishing touch and life, as will LIGNINE.

When it comes to making pedestals and plateaux, here is where LIGNINE (WOOD) CARVINGS again shine.

To simmer it down, they are practically indispensable.

If you try them once, you are going to use them year in and year out. "Once a Customer, always a Customer."

Send for free sample and 39 page catalog showing Capitals, Pilaster Capitals, Heads, Scrolls, Wreaths, Drops, Rosettes and Claw Feet, etc.

Write for one.

Ornamental Products Company
52 Fourteenth Avenue :: Detroit, Michigan

Show Window Valances



Send for your copy of
OUR NEW CATALOG
OF OUR NEW UP-TO-DATE DESIGNS IN

**Valances,
Puffed Shades
and
Lambrequins**

Supreme in Quality
and Workmanship

Get the Catalog!

The Art Window Shade Co.
Established 1893
2411-13 North Halsted Street Chicago



These photographs show the exterior and interior views of the KAWNEER Model Store Front at the Fair. Note the clean-cut, architectural and attractive appearance. Such fronts are bound to create the proper impression on the passers-by.

To attain the coveted position in the field of modern Store Fronts it has been necessary, first, to develop a practical, durable, simple and efficient construction; second, proper manufacturing facilities; and, third, an efficient distribution organization. We believe we have all these requisites. KAWNEER was the original all-metal Store Front construction—the first placed on the market (our claims for priority of patents are backed by favorable decisions in ten different courts). Actual use has proved the mechanical correctness. KAWNEER factories are located at Niles, Mich., Berkeley, Calif., and Guelph, Ont. Each plant is equipped for the one purpose of manufacturing KAWNEER STORE FRONT construction. Branch offices, along with KAWNEER agencies, enable every Store Front builder to enjoy that personal co-operation so essential in the building of satisfactory Store Fronts. In short, it has been our aim to build a business founded upon your requirements.

HIGHEST AWARD

by the Panama-Pacific International

Exposition to

Kawneer

STORE FRONTS

The business judgment of those who have installed the 50,000 KAWNEER FRONTS now in use has been confirmed by the Superior Jury of Awards. This award reflects the opinion of KAWNEER users—of business men who know the value of modern Store Fronts, and it not only carries with it the verdict of the highest structural quality, but highest development from the commercial standpoint as well.



BUILD TO BOOST

The Store front that pays biggest is the one that produces the biggest sales volume, and to accomplish that the Front must fit the business with which it is associated. Show to actual display in your windows just what you have for sale—and show it well. To build such a Front, our experience, we believe, places us in the natural position to help you. Unless your Front properly represents you, let us help you develop a new one. Send for "Boosting Business No. 14."

KAWNEER MANUFACTURING CO., FRANCIS J. PLYM, President

Home Offices: Dept E., 142 Factory St., NILES, MICH.

Factories: Niles, Mich., Guelph, Ont.
Berkeley, Calif.

We have a branch near you



This Is the Reflector



No. 50—"Pittsburgh" Reflector, adapted to both Tungsten and Nitrogen lamps.

that for four years has met the requirements of all conditions of show window lighting

including use with the new nitrogen lamps, and has surpassed all other reflectors used for show window lighting—even the **very latest types** of fanciful designs which add nothing to the lighting ability but only tend to confuse the merchant and fail of their chief purpose namely, selling merchandise by attractive lighting.

That is why the most up-to-date and the high grade stores of all kinds are replacing their older equipment with this highest efficiency reflector—using the new nitrogen lamp—and mind you, these selections are being made after exhaustive comparative tests—substantiating our claim for superior lighting.

Do not be deceived—there is only one **best** and that is the "Pittsburgh."

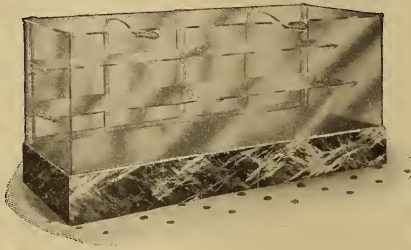
Put your show window problems up to us—we can show some real economy in a new lighting system

PITTSBURGH REFLECTOR & ILLUMINATING CO.

3117 Penn Ave.

PITTSBURGH, PA.

As Davy Crockett Might Have Said,
 "Be Sure Your *Display* is Right—
 Then Go Ahead!"



Attractive display is perhaps the most important factor in the moving of salable merchandise. And attractive display is assured when you show your goods in

Quincy Special Show Cases

Our show case furniture is planned by merchandisers — men familiar with the science of selling, and acquainted with the requirements of the retail trade.

You get just what you actually need—because we send a man to look the ground over and give you practical advice from a real merchandising standpoint.

Catalog 22 is a book for every man who sells goods at retail. A copy will be sent free, if you will let us know you want it.

Quincy Show Case Works Quincy, Illinois

Pittsburgh, Pa.,
 949 Penn. Ave.

Jacksonville, Fla.,
 116-118 E. Forsyth St.

Wichita, Kans.,
 301 Beacon Bldg.

Oklahoma City, Okla.,
 208 N. Robinson Ave.

Dallas, Texas, 406-408 S. Lamar St.



No. 690—5½x7 Cards
 \$4.00 per Doz.
 No. 691—7x11 Cards
 \$6.00 per Doz.
 No. 692—11x14 Cards
 \$8.00 per Doz.
 Finished in Nickel, Gun
 Metal or Oxidized.

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No. 682—\$2.00 per Doz.
 6, 8, 10, or 12 inch Stand-
 ards Base. 4x4½—
 Arms, 7 inch wide
 Finished in Gun Metal
 or Oxidized.

Our Line of Samples Is on Display at

The Five & Ten Cent Exchange—No. 10 West
 20th St., New York City. We also show our
 lines of Wire Display Racks, Easels, Garment
 Drying Forms and other Wire Specialties.

Write us for our Window Dresser's Supplement!

J. B. Timberlake & Sons

Manufacturers

JACKSON, MICHIGAN

Fall and Special Opening ANNOUNCEMENTS

Quickly Made with Newman's High Grade
 Interchangeable Metal Letter Signs

Made in all sizes, all prices, for all lines. Also Building
 Directory Boards, Bronze and Brass Signs and Name Plates



The NEWMAN Changeable Sign system consists of a grooved backboard covered with cloth and letters are made of an ivory finished metal, provided with two lugs or grips placed in the grooves of the backboard and are removable and replaceable with extreme ease. Under ordinary careful usage these letters are durable for all time. Letters are made in five sizes, viz.—¼ inch, ½ inch, ¾ inch, 1 inch and 1½ inch.

We Manufacture the Most Complete Line in the World of Metal Signs, Brass and Bronze Tablets, Name Plates, Display Fixtures, Racks and Stands, Mechanical Window Devices, Advertising Devices, etc.

Write for Our Catalogs

THE NEWMAN MANUFACTURING CO.

NEW YORK:

Established 1882

CHICAGO:

101 Fourth Avenue

CINCINNATI, OHIO

108 W. Lake Street



A new, practical and ideal paper for
original and effective and ar-
tistic window trimming

Plan now to use it for your

1915 Holiday Windows

☞ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

☞ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

☞ Now being used with splendid results by leading display men throughout the country.

☞ In stock in convenient size in many different colors and patterns.

Our New Booklet Just Off the Press

Contains new and original back-
ground ideas. Also complete line
of samples of all the different pat-
terns of Onyx Paper. Sent free
of charge. Write for one to-day.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.



Messrs. Carson, Pirie, Scott & Co.,
deciding that wax figures will display
their merchandise to better advan-
tage, honored us with their order.

The above is reproduced from a
photograph of our No. 45 Sitting Wax
Figure, a replica of which we fur-
nished them.

The best stores on State Street,
Chicago, have wax figures made by us

C. E. Stevens & Co.

57 West 24th Street
New York City



No. 308—Palette Displayer with gloves—note sign and cane display.

Polay Palette Display Stand

New — classy Fall shirt, neckwear, glove, underwear displays in your windows, on counters, ledges, in display cases made with this new Palette Easel. Made with tilting top and adjustable standard, allows various heights and any desired angle of display.

In a few moments' study any one can think of hundreds of sales-making trims possible with this desirable, good looking, low cost fixture. Ready to ship in 3 finishes: Fumed Oak, Brown; Early English

Mission and Black and White effect. Any special finishes desired to order. Price each \$1.75 — dozen \$21.00.



No. 308—untrimmed—tube standard adjusts 12 in. to 22 in.—6 in. base.



POLAY FIXTURE SERVICE

710-711 Medinah Bldg.

CHICAGO, ILLINOIS

DISPLAY BRANCHES:

63 W. 36th Street, NEW YORK
1118 Washington Avenue, ST. LOUIS

25 Main Street, S. E. MINNEAPOLIS
310 Los Angeles Street, LOS ANGELES

Attention Cardwriters and Display Managers

I have some exquisite Santa Heads—mammoth size—6x9½ inches. Lithographed in Germany—embossed and die cut in rights and lefts. 4 for 50c postpaid

Prices of Holly Cards

11 x14 -in., per 100,	\$3.50;	less than 100,	\$0.04.	Wt. 17	lbs.
7 x11 -in., per 100,	2.25;	less than 100,	.03.	Wt. 8½	lbs.
5½x7 -in., per 100,	1.10;	less than 100,	.02.	Wt. 4	lbs.
3 x 3½-in., per 100,	.80;	less than 100,	1.00.	Wt. 2	lbs.
2¾x4 -in., per 100,	.60;	less than 100,	.80.	Wt. 1½	lbs.

By Express or Parcel Post not prepaid.

The weight at end of each line denotes shipping weight of 100 of each size, packed separately.

Special prices quoted on larger lots upon request and special prices will be made for October delivery, exclusive contracts or special designs.

One dozen assorted holly ornaments, to any address..... 15c

Three dozen assorted holly ornaments, to any address..... 50c

Samples of holly cards in three colors and gold..... 10c

Prices of Die Cut Holly Ornaments, Postage Paid

Large sprays with bells, per 100.....	\$2.50.	Per dozen, 35c
Medium sprays with bells, per 100.....	1.50.	Per dozen, 25c
Merry Christmas sprays, per 100.....	1.50.	Per dozen, 25c
Large sprays with scenes, per 100.....	2.50.	Per dozen, 35c
Large seals with scenes, per 100.....	1.50.	Per dozen, 25c
Medium seals with scenes, per 100.....	.85.	Per dozen, 15c
Round seals with gold, per 100.....	1.50.	Per dozen, 25c
Large baskets of holly, per 100.....	1.50.	Per dozen, 25c
Medium baskets of holly, per 100.....	.85.	Per dozen, 15c

Send stamp for price list

— Handsome initial panels, 36 for 10c stamps —

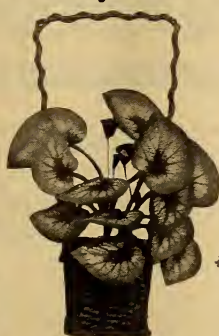
G. WALLACE HESS

1405 Olive Ave., Edgewater Station

CHICAGO

Baumann's Factory to Your Store.

Xmas Decorations



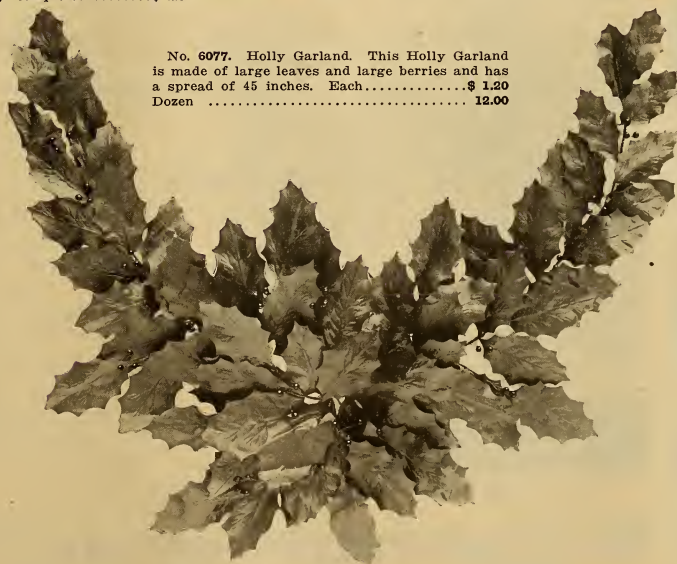
No. 6085. Basket filled with small Begonia plants. Each\$0.60



No. 1645. A dainty, inexpensive decorative basket, 15 inches high, filled with any shade of Chrysanthemums and Adiantum Fern, Fall shade. Price, complete.....\$1.25



No. 6083. Basket 29 inches high filled with Holly and Holly Berries. Each\$2.25



No. 6077. Holly Garland. This Holly Garland is made of large leaves and large berries and has a spread of 45 inches. Each.....\$ 1.20
Dozen 12.00

No. 6080. Ivy Garland, 42 inches long, made of a Wild Ivy leaf with diamond dusted. This garland may be had with solid green or red leaves.

Each\$0.80
Dozen 8.00

Write for our
Xmas Catalogue illustrated
with colors.

New Holiday



**Send Now
for This Free
New Book**

Schack's New 1915 Christmas Flower Book

is the most useful and instructive book that has ever been published on the subject of holiday window and store decoration. It is a book that every live display man should study carefully page by page. In it he will find many new and original decorations and many suggestions of new ways to use them. We believe that there is not a display man anywhere who can not learn something from this book.

New Ideas Our new Christmas Flower Book contains hundreds of new ideas for handling and combining decorative materials. These ideas have been originated not only by our own special designers but by many of the leading display men of the country. They are ideas suitable for all kinds of stores and you will find them surprisingly easy to reproduce. Every display man is occasionally in need of an idea—probably the very thing you are looking for is to be found in this book.

New Flowers Every season we bring out a number of new flowers that our designers have perfected and which are improvements over similar flowers. This season we have a number of new designs that will appeal to every discriminating display man. If you could look back through our old catalogs and advertisements you would discover that we have been first to offer nine-tenths of the new designs that have been produced during the past ten years. We are always at least one season ahead of other flower houses.

New Units Our new Floral Book shows a number of new designs in floral units that will interest every live display man. We were the first to produce these units and each season we are adding to our large collection in this line. Scores of beautiful units are shown in our Christmas Flower Book.

New Specialties We carry the most complete line of decorative specialties for show windows of any dealer in the world. Many of these are our exclusive products and can be supplied by no other dealer. No matter what you may need in the way of decorative materials, you are very likely to find it listed in our big catalog. In some lines, such as flitters, etc., we have the only stock to be found in this country. If you want something for your windows and don't know where to get it—write for our latest Flower Book.



One of Our New Stands

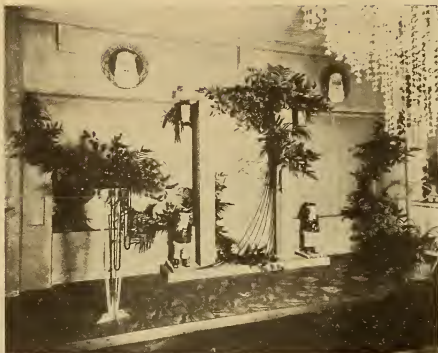
**The Schack Artificial Flower Co. 1739-41 Milwaukee Ave.
CHICAGO**

Decorations

New Papier Mache We have a large and varied line of papier mache ornaments, including period, conventional and special subjects. This season we have added a number of new designs in papier mache. We have an especially good assortment of Santa Claus heads for your Christmas windows.

New Art Baskets This season art baskets are to be much used by leading display men in their windows and about the stores. Our Christmas Flower Book shows dozens of beautiful designs in imported and domestic baskets in all sizes and shapes.

New Art Shades We offer a greater variety of ornamental shades than all other dealers combined. Our stock embraces everything from the most elaborate glass bead shades to paper shades which sell for a few cents each. If you expect to use shades of any kind in your holiday decorations, you should certainly send for our new Christmas Book.



A Corner in Schack's Studio

The above picture shows one of the demonstration windows in our studios. These windows show the display man just how our goods will look in his own windows. Visitors are always welcome to our studios, whether they are buying or not.

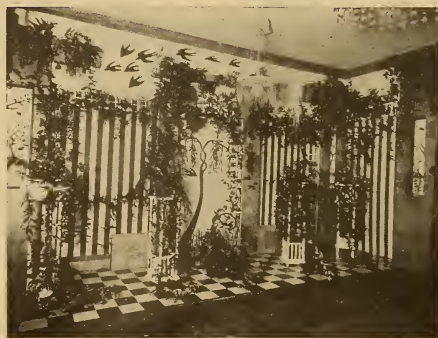


This is one of our new glass bead shades

Schack Prices

There are still a few display men who have never used our flowers because they have been afraid of our low prices.

They have not believed that it is possible to sell high class goods for the small prices we ask. If you are one of these, we can easily convince you that our products look just as well as cloth flowers that cost twice as much. A sample order will prove this to you.



A Black and White Window in Our Studio

It is worth a trip to Chicago to go through our studios and see the work of our special designers.

Send Now for Schack's Christmas Flower Book

The Schack Artificial Flower Co. 1739-41 Milwaukee Ave. CHICAGO

Smilax, the Decoration Beautiful

You older display men can remember the first Smilax you ever used for your window and store decoration. You will also recall that this Smilax came from "Caldwell."

"Yes, I Am the Man Who Put the Smile in Smilax"

My boys are right now gathering the superior growth of Smilax out on my own private preserves. The plentiful rains have given me a mighty luxurious crop this year.

Smilax an Economical Decoration

If your appropriation for decorating your windows and interior is cut down this season, my Southern Wild Smilax will come within your appropriation, and probably

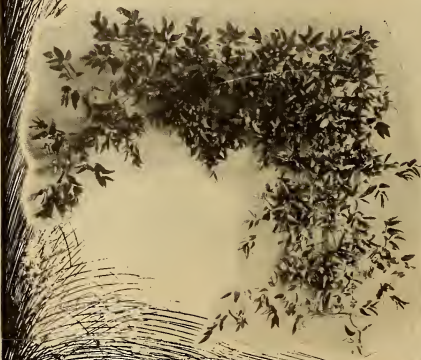
give you the best-looking decoration you have had for sometime. Just figure out about how many square feet you will have to cover, and order a case to fill your wants according to the price list, as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

When you think of my Smilax, remember I can also supply you with Long-needle Pines, Palm Leaves, Grey Moss and Fadeless Green Moss at hard times Prices.

Caldwell, The Woodsman

Evergreen, Alabama



This Will Interest You!

The Latest Foliage

GNATT'S AMERICAN OAK SPRAYS

(NATURAL—PREPARED)

For High-class Decorating

Gnatt's Preserved American Oak Sprays

are the most beautiful material for decorative purposes — in the Show Window, Store, Church, Hall and in the Home. Unsurpassed as a foliage for wreaths, Garlands, etc. AMERICAN OAK SPRAYS are prepared from carefully selected Oak Branches and are Fireproof, Sanitary and Everlasting. Made in Light Autumn Red, Dark Red, Leather Brown and Green.

ASK YOUR JOBBER FOR GNATT'S OAK SPRAYS OR WRITE TO US DIRECT

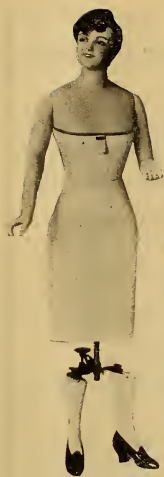
Sprays 30" and longer, \$10.00 per 100

OVE GNATT CO., Hammond, Ind.



WE MAKE THE BEST ONLY

BUCKEYE FORM FEET



Form with self-balancing foot base.
Note absence of unsightly brace rod.



Form dressed, showing advantage of our self-balancing feet.
Note absence of unsightly brace rod.

No Unsightly Brace. Can be readily attached to all wax or headless forms.
Send for Sample Pair
Patented and Patent Applied For

Attach to Any Form

We furnish an extensible standard that fits any size form rod. Thus any form you have can be used in connection with these feet.

Adjustable Feet

The feet are attached to the standard in such a way that they can be placed at any angle in standing or walking pose.

Tilting Adjustment

Our perfect tilting device permits you to tilt the form at any angle, thus getting perfect balance and perfect poise.

Just turn the wheel

Adjustable Heel

The great and exclusive feature is found in our adjustable heel, which permits you to put shoes with any height of heel on the feet. By turning a small screw at top of foot a plunger works up and down at the heel in such a way as to balance form properly after shoe is on.

A Complete Line of Forms and Wax Figures

Our forms have an individuality and style that have made them popular with the very finest stores in the country. Our new skirt form, with feet is a new and exclusive design that is unsurpassed for skirt display.

A Complete Line of Window Fixtures

Window Display Fixtures of every description. Our line contains many special exclusive ideas.

The Buckeye Fixture Co.

Send for a sample pair to try out. CLEVELAND, OHIO



Use "Artisto" Valances and add "CLASS" to your Store Front

They cost no more than the ordinary kind and you are insured against fading and destruction when cleaning.

Send for our Catalogue and prices or send us a layout of your windows and let us show you our idea of an attractive decoration.

Stock Valances by the Yard at Very Low Prices. :: Headquarters for Puff Shades.

The Window Decorative Works

Dept. K - 1258 W. 4th St., CLEVELAND, OHIO.

Wood Collar and Tie Stand



No. 7004A - Beautiful design, rigid standard. 12, 15, 18 in. high
Price 60c each

Mens' Plastic Glove Hand



No. 261
Size 7 1/4 Glove
Price \$1.00, each

Cravat Stand



No. 130W - Creates a startling display of a single cravat that attracts a passerby.
Height 9 and 12 in.
Top hinged.
Price 75c, each

Pedestals

No. 7025 - New light design. Top 8x8 in. Bottom 8 in. diameter. Post 2 1/4 in. diameter	
Height 12 inches.....	\$1.00 each
Height 18 inches.....	1.25 each
Height 24 inches.....	1.50 each
Height 30 inches.....	1.75 each

Just a few fixtures that will lend a peculiar charm to the display that will attract the passerby.

Our product is shipped on approval for inspection. Prices are "Direct from the Factory." That's why you save from 10 to 50%.

Display Managers should send for No. 65 Catalog

J. B. WILLIAMS

31 W. 4th St.

NEW YORK

Note the Lifelike Features and Pose



One of my many models

Artistic Parisian Wax Figures and Forms

PIERRÉ IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

We are exhibiting at San Francisco three scenes representing:

La Terrasse de Monte Carlo.

(THE MONTE CARLO TERRACE)

Le Pesage au Champs de Courses de Longchamps.

(THE PADDOCK AT THE LONGCHAMPS RACE COURSE)

Le Casino de Vichy.

(THE CASINO AT VICHY)

With 60 new models of wax figures especially created for that exhibition.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

Compo Board for Holiday Backgrounds

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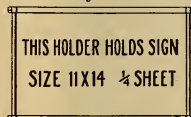
Background design by W. H. Hinks, for John W. Thomas and Co., Minneapolis

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SELECT YOUR SIGN HOLDERS for Your Fall and Winter Trade

Send us your order now for the best and most inexpensive sign holders on the market. For several years our factory has been equipped with the most modern machinery for making these goods, including electric welders. This splendid manufacturing equipment and our economical system of selling by mail make it possible for us to give you far better values than you can find elsewhere. Send us a trial order.



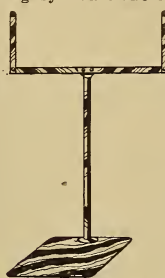
No. 312. Frame 11 x 14, 1/2-sheet, adjusts from 15 to 29 and 18 to 35 inches, heavy 6-inch base.
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No. 314. Frame 7 x 11, 3/4-sheet, height of standard 12, 15 and 18 inches; 6-inch press steel base.
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Although materials have advanced greatly in price, we have not advanced the price of our fixtures.

The Original Mail Order Fixture House—Send for Catalog

D. J. HEAGANY MFG. CO., 1121-23 W. Washington Blvd., CHICAGO

CARTERS FAMOUS GREENS for Holiday Displays

This is the season for natural decorations. Just make up your mind that you are through trying to imitate nature —It can't be done. Make your holiday windows inviting and attractive by using "Carter's Famous Greens."



When your order is received, these dainty boys go out in the woods and gather just enough selected stock to fill your order generously. All decorations are carefully packed and shipped the same day. Express rates much lower than ever before.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

Case No. 1 contains 600 sq. ft.	Price.....	\$4.50
Case No. 2 contains 400 sq. ft.	Price.....	3.50
Case No. 3 contains 300 sq. ft.	Price.....	3.00
Case No. 4 contains 200 sq. ft.	Price.....	2.50

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

Price, per dozen.....	\$1.25
Per 100.....	7.00
Chamaerop Palm Crowns.....	Per doz. 7.00
Chamaerop Palm Leaves.....	Per 100 2.50
Sabal Palm Leaves, the large kind.....	Per 100 2.50

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

Gray Moss, per sack of 15 lbs.	\$2.00
Fadeless Green Sheet Moss, free from trash or sticks, per sack of 100 sq. ft.	4.00

Laurel Pestooning, Heavy Grade, 6c per Yard

Geo. M. Carter

Evergreen

Alabama



WHY don't you let a lot of goods that can't talk now, talk to a lot of women who'll both look and listen when their own pet authorities speak?

Here's thirty items in Mary's stock—Vogue and Harper's Bazaar, the Delineator and Priscilla, the Companion and the Journal, have chatted endlessly about these items of Mary's to Mary's customers. But Mary hasn't hands enough to show them all, she isn't mind reader enough to wish the right ones out of limbo into limelight while the right lady waits, and yet—if these goods *could* speak for themselves, the introduction they've had through the editors, and the loveliness that made you buy them, would make Mary write more sales slips.

There are many more or less "ways" and one Welch-Wilmarth—one store equipment system that gets the maximum out of the opportunity, and that system includes the Interchangeable Units.

A corps of experienced store architects and experts will assist you in planning how to let the goods help Mary. Drop us a line—on your store's stationery.

Welch Mfg. Co.

7 Lyon Street

Wilmarth Showcase Co.

1524 Jefferson Ave.

Grand Rapids, Michigan

New York—20 West 30th St.
Chicago—233 W. Jackson
Des Moines—Shops Bldg.

San Francisco—576 Mission St.
St. Louis—1118 Washington Ave.
Minneapolis—27 N. Fourth St.

Helena—Horsky Bldg.
Pittsburgh—House Bldg.
Boston—21 Columbia St.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVII
NUMBER 4

OCTOBER, 1915

Single Copies
Twenty-Five Cents

TIME TO GET BUSY

PREPARATIONS FOR THE HOLIDAYS SHOULD BE WELL UNDER WAY WITHIN THE NEXT FEW WEEKS—THE EARLY BIRD PROVERB APPLIES EQUALLY WELL TO THE CHRISTMAS SHOPPER

TO THE general public, Christmas is still a long way off, but to the merchant, the advertising man and the display man it is much nearer and it is high time that some definite preparations were under way. At no other season of the entire year is careful preparation and planning so necessary as during the holiday season. It is the one time of the year when money is spent with lavish abandon and there is plenty of business for every merchant who is prepared to take care of it, but—that merchant who is best prepared is surely going to get the biggest share of this easy business.

Unfortunately for themselves, there are many merchants who have a wrong way of looking upon the holiday business. They take the position that there is so much business at Christmas time that there is no need of hustling for it—they think that if they put in a stock of holiday goods the public will buy those goods and that's all there is to it. That is true to a certain extent, but it is also true that a lot of intelligent planning and hustling would in many cases enable the same store to dispose of a stock twice as large. Christmas time is harvest time for the retailer, and he should spare no effort to make the harvest as great as possible. Clever planning for the Christmas season will yield greater returns than at any other time.

As the child is the central figure at Christmas, it follows naturally that most big stores plan their holiday attractions with the purpose of appealing to children and through them to their parents. Some of the larger stores in the big cities year after year spend thousands of dollars in spectacular entertainments for children. As they have continued in this practice for a long time, it is evident that the astute managers of

these stores are convinced that such large expenditures are a good investment. On the other hand, there are other stores equally large whose managers seem content with the most modest of Christmas demonstrations. And so it goes—as in most other matters connected with the big game of merchandising there is considerable diversity of opinion. But instead of moralizing along these lines, it may be more to the point to review some of the things that have been done recently by big stores to attract holiday shoppers.

"POLAR LAND"

All of the big Chicago stores had unusually interesting Christmas attractions last year. Starting with Siegel, Cooper & Co., at the south end of the shopping district, the writer visited all of the important stores of State street. At the Siegel, Cooper & Co. store there was an elaborate spectacular tableau of "Polar Land" in the toy department, with real polar animals. Realistic effects of snow and ice were obtained through the use of scenic paintings and cut-outs and the lighting effects were remarkably fine. In "Polar Land" might be found caves containing polar bears and icy pools in which seals and sea lions disported themselves. Great crowds were constantly passing through "Polar Land" during the weeks before Christmas.

"GNOME LAND"

Across the street in the big new store of Rothschild & Co. there were several interesting attractions. One of them was an elaborate mechanical feature representing "Gnome Land." This feature occupied a space of 180x40 feet and consisted of a number of tableaux and scenes in which the gnomes and a variety of animals performed a considerable number of stunts. The gnomes were remarkably industrious and interesting little fellows. There were dozens of them and they were all occupied in one way or another. Some of them were sawing wood, while others were acting as blacksmiths, coopers, carpenters, fishermen, etc. The figures were a little less than two feet high, and their mechanism was such that they went through all sorts of motions in the most lifelike manner in the

world. A couple that attracted much attention was made up of two old men who were jabbering away at each other in the most animated manner. As they talked their beards wiggled and the lips moved naturally. They made various gestures of expostulation, and one of them thumped his cane upon the floor to give added emphasis to his remarks. There was another old fellow who vigorously rang a bell at intervals. There were also a number of rabbits that went through a variety of performances, including the riding of bicycles. This big piece was a marvel of mechanical ingenuity. It was operated by electricity.

In another part of the big toy department of this store was a "Midway" which was made up of gaily decorated booths in which all sorts of Christmas goods were sold by girls dressed in costumes of various countries. The decorations of the booths were unusually attractive and the snappy cosumes of the girls rarely failed to stop the passerby. In connection with the Midway there were a number of clowns and several ballyhoo artists who added to the interest. At intervals these would form in line and conduct a procession, marching all over the sixth floor. Also there was a policeman of exceedingly small size who generally led the procession, which was accompanied by a drum and tin whistle. When the parade got back to the Midway there was always a big crowd following.

A REAL CIRCUS

Crossing to the other side of State street, in the Fair we found a regular circus on the fourth floor. There was a big tent with its flying flags, and inside was a collection of nearly fifty wild animals. There were also several clowns and other performers to help out with the entertainment. The animals were obtained from a regular circus that was in winter quarters in the vicinity of Chicago. Another attraction at the Fair was a gigantic Noah's Ark in the form of a duck. There was a proper setting for the Ark and it was fitted with a gang plank down which a continuous procession of animals passed. This feature made a great impression upon the thousands of kiddies who viewed it with wide eyed amazement.

At Mandel Brothers there was a show window filled with toys that attracted much notice from grown-ups as well as youngsters. It showed a monkey court in which prisoners, judge, jury, clerks, officers, and others were all in motion. This show was in the big corner window at State and Madison streets, the busiest corner in the world. It was staged on a raised platform so that it was possible to get a good view of it without fighting one's way up close to the glass—something that was not an easy matter to accomplish in the throngs that swarmed the streets during the last two or three weeks before Christmas. This display is illustrated elsewhere in this issue.

At the Boston Store, "Alice in Wonderland" was the chief attraction. Alice was a pretty juvenile

actress. There was a lecturer who told the story of Alice and her startling adventures, and in the meantime the various characters of Lewis Carroll's book went through the astonishing maneuvers with which everyone is familiar. It was a really clever performance and one which drew large crowds every day while the show was going on. Other attractions at the Boston Store were a pony and a real baby elephant, both of which were at the disposal of the children for riding purposes.

A Wonderful Toy Display

At Marshall Field & Co.'s, Mr. Fraser had a wonderful toy window symbolizing Fairy Lore. It contained enchanted caves, fairy princesses, robbers, Orientals, etc., etc. One of the features was an immense elephant surmounted by a gorgeous howdah in which was seated an Indian Princess. In the immense toy department of Field's there was a wonderful mechanical village. A very accurate description of it was given in a newspaper advertisement, as follows:

A village bathed in the rays of the setting sun—mountain peaks purple in the distance—to the left the livid crater of a volcano, and in the foreground a harbor alive with ships.

The little people and grown-ups who view this scene are supposed to be aboard a ship stationed a half mile from shore.

From this position the village is a mass of color and motion. Trains travel with a regularity that assures their arrival on schedule time, a stream develops into a cascade and empties into the harbor. Over a concrete bridge inter-urban trains travel—their routes dotted with platforms and depots.

There is a moving race track, on which high-powered roadsters travel dizzily; town roads on which are auto trucks and delivery wagons. The animals have gathered close to the lighted farmhouses for the night.

Into the great fort on the hill, with its square turret battery of disappearing guns, its salutes, soldiers march with a precision that must delight the heart of the commandant.

From all angles the view is interesting. The painted curtain that serves for background carries the eye far into the mountains.

This Toy Village is 45 feet long, 15 feet wide, 10 feet high.

It will be a fascinating place to visit while "Mother" shops; a delight to all those children who've said, with Robert Louis Stevenson:

"Let the sofa be mountains, the carpet be sea,

There I'll establish a city for me;

A kirk and a mill and a palace beside,

And a harbor as well, where my vessels may ride."

This Toy Village will be ready Saturday, November 21st, on the fourth floor (toy section, Wabash avenue.)

Naturally all of these shows required a lot of preparation. Most of them were arranged for many months in advance. And that is the reason they all worked so smoothly without a hitch. They had all been worked over and tested until they were perfect. And so it is that every merchant who has not already made his plans for Christmas should get busy at once and start things moving. Christmas displays will go in in most stores right after Thanksgiving and holiday advertising will start at the same time. There are so many things to do that the few weeks between now and the last of November permit of little time being wasted.

FINE NEW CLEVELAND STORE

THE LINDNER COMPANY THROWN OPEN TO THE PUBLIC A
STORE THAT HAS MANY POINTS OF DISTINCTION—
THE ARCHITECTURE AND EQUIPMENT ARE
WONDERFULLY PLEASING

AT TEN o'clock Monday morning, September 13th, the doors of the new building of the Lindner Co.—the store that sells Woottex in Cleveland, Ohio—were thrown open to the public. Within half an hour the mammoth new structure was filled to overflowing with hosts of admiring shoppers, and during the short hours of the opening day a record business was enjoyed by all departments.

On every hand expressions of the most enthusiastic approval were to be heard and even the first half-hour of business in the new building proved the success with which the management have realized their ideal—to make the Lindner Co. "such a pleasant place in which to shop." Visiting merchants were unanimous in declaring the new structure to be a very real triumph in architecture, interior decoration and merchandising forethought. As one of them put it, "This new building certainly represents an ideal combination of the best and most advanced ideas in merchandising architecture with a keen knowledge of what appeals to feminine tastes."

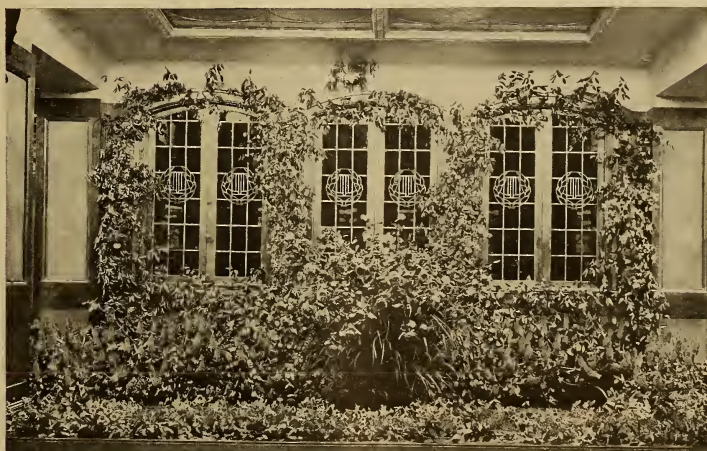
And indeed the new building does represent a marked step forward in the design and structure of specialty stores. It is replete with practical innovations that make it a veritable mine of ideas for the visiting merchant. Of particular interest is the departmental arrangement. Instead of the usual prosaic arrangement of counter and aisle, the store is divided into a collection of individual shops—each a home-like and completely equipped little store or



A NEW NOTE IN STORE ARCHITECTURE.

shop in itself. Comfortable easy chairs and lounges are everywhere at the service of customers and the entrance to each shop is designated by a tasty electric sign, while artistic but unobtrusive grill work separates each shop from the confusing influence of near-by departments.

As we enter, the various shops introduce themselves and invite us to a closer study of their mer-



AN OPENING WINDOW—NO MERCHANDISE SHOWN.

chandise with a tempting display of blouses arranged in the glass case that line the walls and separate them from the shops devoted to neckwear, hosiery and lingerie. As we pass through the French blouse shop we come to the spacious shop given over to the more popular-priced millinery, and then to the roomy private display rooms at the extreme rear of the first floor, for the exhibit of elaborate outfits, perishable costumes, etc. In fact each floor is provided with a number of such private display rooms for the convenience of the customer.

The waiting elevator lifts us from the glove shop to the second floor where the largest shop devoted to the display of women's outer garments is to be found. This is the Wooltex Shop, where coats, suits and skirts have an entire section devoted exclusively to their display and sale. This dedication of an entire shop or department to a single line of garments is an innovation of note, and the press of customers in this department on the first day of



THE SUIT SECTION.

business under this new arrangement gave ample proof of the wisdom of the management in authorizing this department from the commonplace.

Nearby is the fur shop and the general garment shop while to the left is the gown shop and dress shop. On the third floor is the children's shop, tastily decorated with oil paintings of a nature dear to the kiddies' hearts, and in the very center is a real fountain flashing with gold fish to delight the younger shoppers.

The fourth floor finds us in the English Tea Room—a light airy apartment that fairly compels one to linger and sup at leisure. Here tempting luncheons and teas will be a specialty. Nearby are the manicure and hairdressing shops, together with the general offices, fitting rooms and telephone desks for the convenience of patrons. It is interesting to note that there is not anywhere a "rest room," strictly speaking. As Mr. Hellman, the president of the Lindner Company puts it, "The entire store is one large rest room, so why should we have another?" And indeed this is true for the



MISSSES' SECTION.

store itself actually does rest one. Nowhere do you see the usual glossy mahogany or walnut finish. Instead you are cooled and refreshed by the soft mauve gray tint that is used throughout. Everywhere chairs suggest relaxation and lounges are tucked away in odd corners inviting a neighborly chat.

In the basement with the big fur storage plant is the machinery for operating the huge air-washing and ventilating system, together with the electrically operated pneumatic tube-service that will do away with the din of the cash girl. Here and there are fountains bubbling with double filtered and cooled water, while the soft rugs and carpets and the cork flooring underfoot, quiet the noise of the hurrying feet.

On the top floor, the interest of the saleswomen is amply cared for also. Here a recreation room and immense balcony overlooks Lake Erie and a kitchenette is at their service for the preparation of hot lunches, and the serving of ready-prepared dishes from the customers' kitchen below—and all this at cost of material, of course. Nearby a well-equipped hospital room is instantly ready with first-aids for the care of the passing indisposition or sudden ill.

The display windows differ from the ordinary in



SHIRT WAISTS ARE IN BOXES.



PRISM LIGHTING ELIMINATES REFLECTIONS IN THESE WINDOWS.

that they are roofed with prism glass skylights. This eliminates the glare and gloss that so often destroy the transparency of show windows during the daytime while at the same time the skylight floods the windows during the day with a soft, diffused light that adds immeasurably to their attractiveness and sales value. Throughout, the new home of the Lindner Co. gives one the feeling one is visiting among a number of well furnished, inviting little homes rather than in the midst of a flourishing retail establishment. In fact, the new building almost seems to have been designed first as a home and second as a store.

And the enthusiastic comments and generous patronage of Cleveland women during the few hours of opening day emphatically put the stamp of feminine approval upon the Lindner ideal as expressed in their new building.

Indeed so signal a success was the opening that it is but reasonable to presume that the Lindner idea is destined to live and become the forerunner of future structures dedicated to the service of woman-kind throughout the country.

The great range of merchandise carried in the new store can be best appreciated by a study of the departmental arrangement.

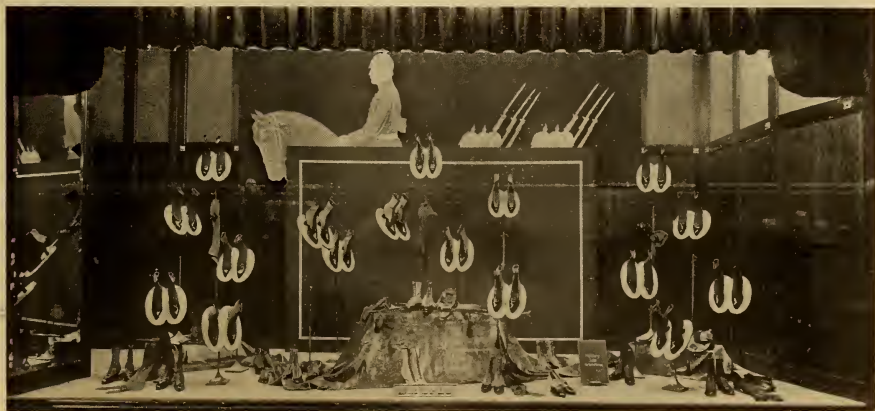


Plate No. 9275.—A Shoe Display by H. H. Tarrasch, for the F. & R. Lazarus & Co., Columbus, Ohio.

From authentic sources, it appears that military fashions are to have quite a run this season, and this applies to all sorts of wearing apparel. Mr. Tarrasch took cognizance of this situation in a recent military shoe display. One of them

is shown here. The background consisted of a large, plain panel, back of which was shown marching soldiers from the various European armies. The arrangement of shoes in this display is excellent.



Plate No. 9276.—A Christmas Display by Albert Wollenberg for Roos Bros., San Francisco, Cal.

Here is the sort of display that always attracts attention. This store makes a specialty of boys' clothing, and it will be noted that in this window are shown nine completely dressed figures, not including Santa Claus. At the left was an ornamental fireplace having a mantle from which was hung the cus-

tomary Christmas stockings, and at the right was a gayly decorated Christmas wreath covered with a wealth of tinsel and various ornaments, most of which were illuminated. On the floor various articles of Christmas merchandise were arranged in a manner of studied carelessness.



Plate No. 9277.—A Holiday Display by Clarence E. Duff, with J. Katzenstein & Co., Marietta, O.

This simple background design was covered with white felt, as was also the floor and pedestals, etc. In the middle of the background the words "Merry Christmas" were lettered in red on a green ground in an oval frame, which was surrounded by frosted white holly. To the right and left was an arrangement of festooning made from bright red fiber roping. At the lower part of the decorative piece was

placed a low pedestal on each side. On each one of these was placed a miniature figure of Santa Claus upholding a small Christmas tree. Around the pedestals was a draping of a rich shade of green satin which added color to the setting. The arrangement of the toys requires no description. This window did its share in helping to create an interest in the toy department.



Plate No. 9278.—A Corner Window by A. V. Fraser for Marshall Field & Co., Chicago.

Here is a setting that was used some time since by this store. It is the large corner window at State and Washington streets that is shown. One of the features of this display

was the magnificent color effect, which is altogether lost in the picture. The general scheme of decoration is quite apparent in the picture.



Plate No. 9279.—A Display of Handkerchiefs by Clarence E. Duff, for J. Katzenstein & Co., Marietta, O.

This simply designed background was made in sections, each of which was covered with white felt. In the middle was a large wreath of holly encircling a green card, on which were the words "Merry Christmas" in rich red. Large sprays of holly were arranged in a careless manner over the background, which was enriched by rich fiber roping. In front of this background may be seen two miniature Santa

Clauses, each holding a Christmas tree. Handkerchiefs were displayed on pedestals covered with white felt and rich green satin was draped over these to give added color. The handkerchiefs were displayed in boxes and separately as well, to show the different designs and embroidered initialed corners. Fancy handkerchief-boxes were also used. Thousands of handkerchiefs were sold through this display.



Plate No. 9280.—A Holiday Display by C. R. Morgenthaler, for Newman's, Joplin, Mo.

This background was finished in cotton-batting dipped in gelatine and colored with flitter, which gave it a cold and icy finish. The icicles were made in the same way. It is a corner window and where the two windows meet was a large Ferris wheel with six seats. The seats were occupied by dolls. Around the edge of the heel were red and green 4-candlepower lamps alternated. In the middle of the background was a snow effect. This was produced by the use of fine feathers or down, which were kept inside the frame by a large piece of glass, as the feathers have a tendency to stick to turlatane. Back of each snow effect was a winter scene, although this cannot be seen in the picture on account

of the whirl of the feathers, which were kept in motion by an electric fan. An electric train, engine and four coaches, ran around the front of the window and to the rear of the background, passing through tunnels, which may be seen at either end of this window. Close to each tunnel entrance was a small lamp post with a lighted lamp at the top. Partly because of this display, the sale of toys was so great that it was nearly impossible to supply the demand, and by Christmas a large number of the articles were completely sold out. This display proved interesting to young and old and attracted much attention because of the careful handling of details. It was a highly successful toy display.



Plate No. 9281.—A Holiday Display by C. B. Hunt, for W. J. Pettie & Co., Oklahoma City, Okla.

Here is a type of window that never fails to win a lot of attention from the youngsters and from their parents as well. The setting was designed to represent in a general way a circus, although because of the limited space it was necessary to make use of a somewhat unusual arrangement in order to show as many articles as possible. While the upper part had the appearance of a menagerie and the lower part was arranged to suggest a row of booths at a fair. In the middle was a Humpty-Dumpty circus. This was flanked by

a nursery for dolls on one side and a restaurant on the other. At the extreme right was a grandstand and at the left a stage, where various performances were conducted. The floor of the window was covered with earth, gravel, etc. A large number of miniature toys, trees, etc., were arranged to carry out the effect. In the middle was a little station around which an electric railway traveled. Wherever possible, the toys were all kept as closely to one size as the stocks would permit.



Plate No. 9282.—A Christmas Display by Tom Allan, for the Phelps-Dodge Mercantile Co., Douglas, Ariz.

This is a Christmas toy display. The background was a winter landscape 6 by 12 feet. The panel at each end was 2 by 7 by 6 inches. It was covered with red cotton flannel and had a picture of Santa Claus surrounded by a wreath

of holly. The airship was driven by an electric fan. Plates were detached from the fan and fastened to the airship to imitate the propeller. The pulley was made off center and gave the airship an up and down motion.



Plate No. 9283.—A Mechanical Holiday Display by Jay Bornstein, for Redlick's, Bakersfield, Cal.

This window showed an iceberg effect and a real miniature toboggan slide. The latter worked on a belt and pulley system and there was a continuous procession of sleds on three separate inclines. The first incline was not so steep as the other two and the speed was much less. The second had larger pulleys, which caused the joy-riders to fly past the slower ones on the front track. The toboggans were made of tin and wood, painted in various colors. The dolls were selected from the toy department stock, being chosen to be all about the same size. The belt running over the back track was reversed and showed several teams of horses pulling the sleds uphill. There were also teams of dogs, polar bears, boats, lions, and other animals, all hitched to sleds

with red baby ribbons. Each team had a driver dressed as an Eskimo and holding the reins. The entire display was built on scaffolding so that one could crawl under any part of the mechanism to oil it, etc. A terrace of ice was made of box lumber and the whole thing was covered with sheeting, which was afterwards painted, causing it to become very tight when dry. The edges were then covered with cotton cut in the shape of icicles. A solution of gum arabic was then applied by means of an ordinary tree-spray, which was sprayed on the cotton and muslin, after which artificial snow was applied. The mechanical arrangement used in this display was built by Mr. Bornstein from clock wheels, which were attached to a fan motor. It attracted much attention,



Plates Nos. 9284-5-6.—A Series of Christmas Windows by G. L. McClellan, for F. Johnson, Holdredge, Neb.

Here is shown three of a series of Christmas windows displaying toys and other holiday goods. The toy windows were built in an unusual way. The chief decorations consisted of a colored frieze that ran across the top of the background, and a very wintry effect was produced by a combination of cotton and flitter. There was a row of small

houses, representing a school, a church, toy shop, residence, etc. All of these little houses appealed strongly to the youngsters. The floors of the windows were covered with imitation snow, which had been cleared away to form paths leading to the various little buildings. This series of displays effected many sales.



Plate No. 9287.—A Christmas Display by Tom Allan, for Phelps-Dodge Mercantile Co., Douglas, Ariz.

This window contained in reality five distinct displays, although they do not appear as separate in the picture. There were gifts for men, china and bric-a-brac, jewelry and cut glass, novelties and knit goods. A white home-made divider was used to separate the displays. The winter scenes were painted on wall-board 4 by 7 feet with a 1 by 2 frame of

lumber. A column on each side of each panel was covered with a bright red cotton flannel. White frosted and red poinsettias, and green metallic roses were used. A rich green velour curtain in the back brought out the panels strongly. This made a very satisfactory showing at a moderate cost.



Plate No. 9288.—A Holiday Setting by Harry Jones, for Mandel Bros., Chicago.

Here is shown one of a series of windows designed last Christmas by Mr. Jones. The background was a Colonial effect showing Revolutionary soldiers on the march. The other windows were handled in the same manner, but had different central panels. It will be noted that the shield and flag were the old Revolutionary flag and all of the

details were carried out in that style. This was a large corner window and the chief attraction was a tableau showing a court scene in which the actors were monkeys. In a large cage at the back was confined the prisoners, and in front were various courtroom characters, including judge, jury, lawyers, clerks, etc.



Plate No. 9289.—A Hallowe'en Display by Leslie D. Slack, for Benesh & Pierce, Breckenridge, Minn.

This window was designed as a setting for various Hallowe'en specialties. Along the lower part of the background was a fence made from composition-board and painted. Back

of this was a night scene with a full moon, which is somewhat lost in the reproduction, owing to its color. In front of this was a cutout witch riding a broom.



THE RAILWAY IN THE FOREGROUND RAN CONTINUOUSLY THROUGH ALL OF THESE DISPLAYS.

Notable Christmas Displays

L. J. SMITH, display manager for the Rike-Kumler Co. of Dayton, Ohio, had a notable series of toy windows last December. The set was called "Across the Continent" and each window represented some city or celebrated point of interest between New York and San Francisco. The background of each window was a painted scene characteristic of the spot it represented, and in a large panel were lettered the principal facts concerning the spot pictured. The series commenced with ?? There was a corresponding panel on the opposite side and this was used for other descriptive matter.

The tourist was supposed to be traveling from east to west and the first of the series showed the water front of New York. In the foreground close to the glass was made a roadway and along this the fire department was answering an alarm. Back

of this was built a tank in which there was real water forming a basin in which a number of yachts and other craft from the toy department were afloat. The scenic painting showed New York harbor with the sky line of the city at the right and the statue of Liberty at the extreme left. In the two tall side panels were explained many interesting facts concerning the metropolis of America.

The second scene carried the traveler to Niagara Falls and in the foreground were shown various mechanical toys arranged to represent an industrial plant in which were shown railways, stations, power houses, etc. The panel at the left explained about the Falls while at the right was the creed of the Rike-Kumler Co. It reads as follows: "We believe in Dayton and its growth. We believe that a good name, absolute integrity, honest value, courtesy and kindness, progress, originality, dignity, justice and



NEW YORK HARBOR.



NIAGARA FALLS.



THIS ELEVATED TRAIN WAS IN MOTION.

a love of work are bound to win, and these are and shall remain the fundamental principles of our business."

The third stage of the journey was Dayton, the home of the Rike-Kumler Co., and this scene was designed to show some of the industries and inventions that have helped to make the city famous around the world. The background showed the great plant of the National Cash Register Company over which hovered a Wright aeroplane. The whole scene was an accurate delineation of local country. The foreground was filled with mechanical and building toys attractively arranged to give the impression of a railroad yard with stations, etc. Many interesting facts concerning the history and industries of Dayton were explained on the panels.

The journey was then taken up and in the next window, Chicago was shown by a view of the buildings along Michigan Boulevard. In the foreground was an elevated railway and a considerable number of miniature automobiles were shown on the floor. Arizona was the next point of interest and in the fifth window was shown scenery along Bright Angel Trail in the Grand Canyon of the Colorado. Toy houses and animals were shown in this window. The sixth scene showed the sky line of Canyon City, Colorado. A circus occupied the foreground and a collection of strange beasts wan-



GRAND CANYON SCENERY.

dered about. The last view was in San Francisco, looking across the bay.

Trains ran constantly through this series of windows and there were various other mechanical attractions that were kept in motion, much to the delight of thousands of children and grown-ups who thronged the pavement in front of the Rike-Kumler store during the ten days that the display was on exhibit. The show was such a success that as soon as it was removed from the windows of Rike-Kumler Co. it was rented by another store in Toledo and was used there with equal success. That is one of the advantages of building a display of this sort and doing it right—there is no trouble afterward in renting it or selling it outright. This remarkable series was installed early in the season on the occasion of the opening of the toy department.

✕ ✕

THERE is no compelling reason why merchants who give honest values should be made to suffer for the discredit that is attached to advertising because of the rank misrepresentations made by advertising fakery. The only way to stop it is for honest merchants to get together and prosecute vigorously every dishonest advertiser who can be reached by the law. In most states there are statutes to stop and punish the fraudulent advertiser.



A MINIATURE CIRCUS.



THE END OF THE JOURNEY.



THIS WINDOW STARTED CHRISTMAS SHOPPING EARLY IN NOVEMBER.

Sewing Week

SO MANY WOMEN make their Christmas gifts instead of buying them already made that the sale of materials for fancy work can be made a big thing of by nearly any store that handles this sort of merchandise. This business, however, should be started early. In some stores it is customary to advertise special sales of materials from which gifts are made, during the latter part of October or early in November. During the second week in November the C. H. Almond Dry Goods Company of Lynchburg, Va., conduct what they advertise as "Sewing Week," for the purpose of getting the Christmas workers started early. The accompanying photograph shows a display put in by O. F. Ballou for this firm to advertise "Sewing Week."

This display was put in several days before last November "Sewing Week." The only special decorative feature was the large three piece screen which was made by Mr. Ballou for this occasion. It was constructed in three sections with frames of wood, backed by composition board. The panels were painted light grey and the frames were in a white stucco finish. Large frosted oak sprays were fastened in a natural position to the middle panel and only two or three single leaves were used on the end panels. Above the central panel was a white papier mache cupid held in place by a small iron rod that passed through the knee and on the inside up to the back. A large bow of pink and white ribbon was placed at one side as shown, with the ends streaming out over the floor. The display looks a little crowded in the picture because most of the articles were shown on the floor or at least low down in the window, but in the window itself could stand and look down upon them and it appeared different.

The purpose of this display was not so much to display articles for sale as to illustrate some of the many attractive gifts that can be made at home by almost any woman. However, a number of work baskets were shown. At each end of the window a small platform was raised above the floor a few inches and upon these most of the made-up articles were displayed. At either end of the background screen was a tall easel stand. The tops of these were covered with black and on them were shown various styles of small ribbon bows. Two colored pages of gift suggestions similar to those shown in the window, were cut from a woman's magazine and placed in frames. These were shown at either end of the window. A small, neat card was placed on each article explaining what it was.

The three large cards that may be seen in the foreground read as follows: "November Sewing Week! Time to begin making those Xmas gifts." "Made-up articles in this window are not for sale! They are made merely as models for you to go by, or suggestions for you to improve upon, as suits your fancy." "We Sell You the Materials; tell you how much to buy and give you any information you want as to making up articles similar to these on display!"

This window proved a big attraction, particularly to women who sew. Many inquiries were received and most of these led to substantial sales. A window of this sort within the next few weeks will well repay any store that handles this class of merchandise.

WANTED — YEAR-ROUND BOOSTERS FOR THE I. A. D. M.—No pay, but—"no man can be truly successful except by working with other men and for other men, as well as for himself." Be a Year-Round Booster.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

A GAIN is the time rapidly approaching when display men and cardwriters are worked to their utmost capacity, and it is well to anticipate every want for the holidays at this time, which may seem early to some.

In nearly every store of any fair-sized city today, glove certificates or merchandise bonds are offered to patrons. It is impossible for the small merchant to realize the enormous growth of this custom. Today thousands of employers, instead of buying gifts, go to the large stores and purchase all the way from one to a thousand of these certificates. Result: Recipient generally buys what he or she wants, and exchanging is reduced to the minimum. Now all these stores show these certificates mounted on a card with descriptive matter in each window besides the regular sign, and there is no reason why they cannot be lettered now and a little extra effort put on the making, rather than to wait until later and slop 'em out. The glove certificate and bond card shown here was made on a grayish-green card, the lettering is single-stroke Roman brush in green, with red caps. The air brush

design is done with stencils, which will be explained later.

Card No. 1 shows a large die-cut "Santa" head which was cut in circular form. You will readily see how, by the use of the compass, the head can be shaped "to fill" the inside of a large capital "C," the letter being worked around and partly over the head. A little diamond dust could be sprinkled on lettering while wet.

Green and red lettering are the best to use on holiday cards if dust is to be sprinkled on them, especially on quickly made cards.

Display managers should taboo metallics on background work this year unless they absolutely know they can get them and pay the price, for they are off the market. All made in Germany—current supply is exhausted except what may be picked up in odd places.

Diamond dust should never be used on a card going into a grocery window where open goods such as tea, rice, raisins, dried fruit, etc., are used. Seems a silly warning, yet the writer has seen in a large store a card so treated standing on bulk layer raisins. Layer



We are showing
some exceptionally
fine neckwear at 65¢



raisons a la mode with ground glass does not appeal to me.

Another thing, diamond dust is ground glass—*not mica*. Mica is simply a by-product of the commonly called "isinglass" used in stoves. It is not nearly as good as dust nor worth half as much. It is often innocently substituted. Mica is in thin flakes, diamond dust, small, minute particles, though it comes coarse and fine.

It would be easy to put some kind of an elaborate border on card No. 1, but any beginner can rule something on this order. You skilled fellows work out your own salvation.

Another thing, die-cut ornaments look better on a delicately tinted card than on a pure white.

The lettering on this card was done with one of the new pens now on the market—black ink was used.



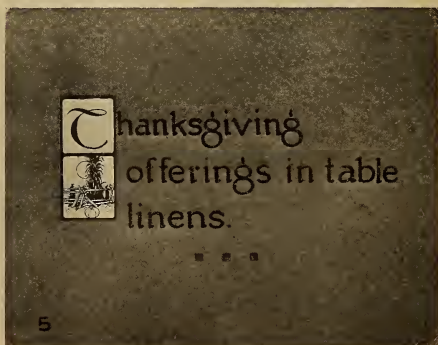
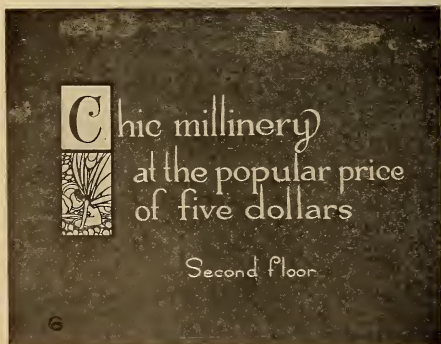
In handling these pens a moderate pressure must be used. On some makes the pressure must be uniform; on others it varies.

The 65c in same size type as lettering may seem "odd," yet 65c in itself does not say anything. There might be shirts in the window, and if one simply sees a big 65c and don't read the card, they couldn't possibly know whether the ties or shirts were 65c.

Card No. 2 shows a tan card lettered in brown, caps in red. Grape panel pasted on. Done in outline, it can easily be hand-colored with artist's brush in one-half minute.

In coloring these novelties use delicate tints in transparent colors.

Card No. 4 is a gray-green card showing a die-cut holly seal at left and air brush holly spray swinging





down to right. Background at top is gold. The bells are air brushed.

Card No. 5 is another example of modern pen lettering and initial panel treatment.

Card No. 6 shows a modified, irregular Roman letter—a style much in use at the present time. It is rapid, easily read and is “different.”

A reader asks why the continual use of a flat brush creates a sloppy style. There are some things hard to explain, but the pertinent fact remains that if you go into any workroom from coast to coast and from the Gulf to Canada, you will find the round ferrule brush in the hands of every skilled worker.

There isn't any letter known that a round ferrule brush will not make better than a flat ferrule, not even excepting old English, an essentially pen-text letter. A round ferrule brush trains flat, and yet permits the bristles to swing.

Take card No. 3. Here is a single stroke Roman letter made with a common stock brush—a round ferrule. Quadruple the size of the letter and try making it with a flat brush. See how much grace you can get into a Roman “O” with a flat ferrule.

Every worker should try to master a good type of single-stroke Roman, for if a man never masters or seeks to master this alphabet he can never become a really good cardwriter. It is safe to say 95 per cent of letters come from or are modifications of the Roman alphabet, and the man who thinks he knows it today will realize five years hence that he is just beginning to understand it.

Passing from the Roman, try to make an Egyptian type of letter with a flat brush. True, you may have seen in books that it could be done, but you will find in every curved stroke a broken-back effect. The only thing in favor of a flat brush (I'm not talking sign painting) is that a round ferrule brush throwing a half-inch stroke will cost about \$1.75 to \$2, while in a flat it can be had for 40 cents to 60 cents. Take my advice—pay the two dollars.

Let us take up for a moment the stencils used on card No. 3. Four stencils were used. No. 1 is a rectangular opening and a delicate green tint can be

used, or gold may be used if your air brush has a glass jar attachment.

If gold is used, opaque colors should be used for bells and holly leaves, or No. 1 may be omitted entirely, or the other three stencils used in consecutive order and some gold or silver knocked in by hand.

If No. 1 is ignored altogether, the bells may be done in silver or gold, No. 3 following next with a dark green.

No. 4 is now used with a darker green, the spray being played against the smooth curved side and not the serrated edge of the leaf.

With No. 4 in place, a mask covering the leaves, but with the bells exposed, may be used, and the detail of the bells worked out with some dark tone over the gold, other than green if you choose. Care must be used in cutting stencils. A knife must have a thin, not thick, edge and have a sharp point and sharp edge free from nicks at the end at least.

Hundreds of times have I seen in print to cut stencils on glass. That's rubbish. Cut on a piece of mat or cardboard and replace frequently, else your knife is liable to trip and follow an old cut. Register all stencils at lower left corner and left side.

It follows that a person spraying a quantity of cards should run through the whole series with one color at a time, as this is the way to make headway.

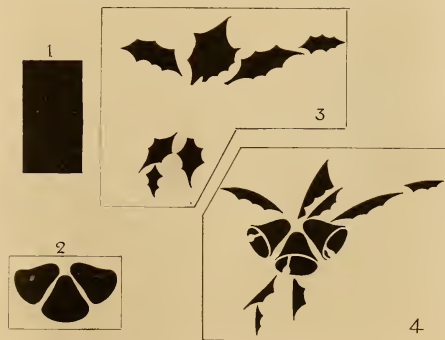
I have not deemed it necessary to show the red stencil, which is merely holly berries placed at the ends of leaves.

In many cases where large cutouts are used they can, if a display man uses a little care, be stripped and used another year.

In conclusion, let me say that you will do well to plan your Christmas work now—TODAY.

If you are a new man in a new place and feel a little backward about approaching the big men heading your firm, go around in each department and ask the buyer, assistant buyer or some old clerk what special cards they used last year.

There may be muslin or oilcloth signs for the toy section or holiday bazaar. Christmas, as usual, falls on December 25, so get busy and lighten your burden now. Use your head as well as your hands.



MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

—ABSORBING—

"Harmon's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Adviser"	Established 1903
"Merchant and Decorator"	Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON	President
G. H. LAMBERTON	Sec'y and Mgr.
THOMAS A. BIRD	Editor

431 So. Dearborn Street, Chicago, Ill.

TELEPHONE HARRISON 3067

EASTERN OFFICE, 1229 Tribune Building, New York City

Telephone 4349 Beekman

RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba	\$2.00 a Year
All Other Countries	\$3.00 a Year

W. M. REED, Traveling Representative, Subscription Department

Direct all Letters and Make all Remittances Payable to the Order of

THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.

Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of

The International Association of Display Men

*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

October, 1915

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"Main Street"

EITHER the broad claims made for advertising as a medium of producing business are without foundation, or there is far too much importance attached to the mere location of a store. This applies in particular to stores in cities of moderate size. In most such cities there is a main street where the leading stores are to be found and as a consequence the rents are higher than they ought to be. Merchants pay these big rents and crowd themselves into inadequate quarters because they are unable to do otherwise and still stay on "Main Street."

Of course in a big city where the difference in the number of people traversing different thoroughfares amounts to many thousands, it is highly important to have a store on "Main Street" but in a little place of a few thousands the difference of a block or two should make but little difference. If the merchant has the goods people want at the price they want to pay and lets them know about it through intelligent advertising, they will readily walk a block or two from "Main Street" to visit the store. The secret is not so much in location as it is in service. The store that gives good service and a dollar's worth of merchandise for every dollar spent will have no trouble in pulling business away from "Main Street." And he can use the money saved in rent to secure more space or to carry on an effective advertising campaign.

§ §

Vacant Windows

IN MOST TOWNS there are vacant stores in the business section, with windows filled with posters and agents' signs. These windows give a black eye to the town and they represent valuable display space wasted. In the larger cities such vacant windows are eagerly seized upon by nearby merchants for display purposes and there is no trouble in getting the use of them as the owners appreciate that a store with a well dressed window looks much better to a prospective renter than one filled with circus bills and dead flies. If you know of a vacant store in your vicinity, look it over and, if the windows offer an opportunity for display, see if you can't get the use of them for little or nothing. It means a little extra work but the display man who is afraid of a little extra work will never get very far.

§ §

Show Your Colors

MERCHANTS' ASSOCIATIONS generally overlook the possibility of co-operative advertising. Wherever there is an association it is invariably composed of the leading merchants of the town. They are the ones who stand for honesty and progress in business and this fact is vaguely appreciated by the public at large. It would be appreciated much more if the members of the association would advertise some

of the things their organization stands for. This is being done in Atlanta, Savannah and some other cities. In Atlanta, for example, the stores of the association members are called "X-Ray Stores" and each one bears an attractive emblem with the words: "Atlanta Retail Merchants' Association—TRUE VALUES." The same ads are used in the advertisements of the members. In addition, from time to time, advertisements are run in the newspapers explaining the advantages of trading at stores that are members of this association. The symbol stands as a guarantee of true values and satisfaction to the customer. This plan should be used in one form or another wherever there is an active merchants' association.

§ §

Electrical Prosperity Week

TO BRING Electrical Prosperity Week to the attention of every person in the United States, the Society for Electrical Development, New York, has instituted a national co-operative billboard campaign in addition to its many other publicity features operating for the success of Electrical Prosperity Week, the six-day celebration to be held from November 29 to December 4.

The posters provided are 8-sheets that can be used singly or be made up into 16 or 24-sheets. They present the "Goddess Electra," emblem of the big celebration, attractively lithographed in six colors. At the bottom is left a space for the name of the electrical firms making use of the posters. The posters will be placed on the most prominent billboards and will be displayed during the time when numerous other means are being used to promote electricity, and Electrical Prosperity Week. The use of these broadsides will therefore be of timely advantage to every central station and merchant.

Billboard advertising for such a campaign has been found to be of unquestioned effectiveness. It appeals by pictures rather than by words, and therefore is quick to arrest the attention. They reach the people of every walk in life. Their size enables their message to be read at a considerable distance away. Publicity experts declare that merchants whose names appear upon these posters will gain a volume of timely publicity which will prove a lasting stimulation to their business.

The Society for Electrical Development has issued an attractive folder which illustrates the poster as it will appear upon the billboards, specifies sizes and gives instructions for its use.

§ §

Goods on Approval

RETAILERS of Little Rock, Ark., have agreed to put a stop to the "returned goods" evil, as announced recently in the local press. Here is one of the notices:

"Effective October 1, Little Rock merchants will discontinue sending merchandise out on approval, ac-

cording to a recent decision of the Merchants' Association. The customers require clean, fresh goods, and the merchants say, in order to furnish these they cannot send the goods out on approval. When several garments are sent out, that a selection may be made at home, they are soiled to some extent, it is said, and customers find the selection limited.

§ §

Local Products Catalog

THE "Made in Birmingham Catalogue," published under the auspices of the Chamber of Commerce, and which lists every article manufactured in Birmingham and the name of its manufacturer, yesterday came off the press and is ready for distribution.

The booklet contains 64 pages and the names of over 500 products, every one of which is manufactured in Birmingham. Ten thousand copies of the booklet are being printed for the first issue and they will be distributed free. Copies of them will be sent to chambers of commerce, hotels in every one of the larger cities of the country and many of them are to be sent to South America and other foreign countries where American goods are breaking into new markets.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.
John R. Patton, Indianapolis, Ind.
Wm. M. Sheppard, Sioux City, Ia.
J. W. Sanger, Rochester, N. Y.
Aage Schiodt, Hutchinson, Kans.
H. H. Tarrasch, Columbus, O.
E. J. Berg, Omaha, Neb.
W. H. Hinks, Minneapolis, Minn.
L. A. Manne, Grand Rapids, Mich.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

Department Store Card Writing Problems

—Article V—

The White Versus the Colored Card

by

J. W. Johnston

IT IS with increased interest that I renew acquaintances among the alphabets. For the last day or two I have had a number of pet books pertaining to the subject on my lap, and have been as happy in my studies as an old man would be with a brood of favorite grandchildren climbing about his knees, getting into the tobacco smoke, into his whiskers, and all the rest.

In my article in the September issue of the MERCHANTS' RECORD I presented the original Caslon face alphabet, which has been recognized as the standard type face for the English language since 1722, when it was first designed by the artist whose name it rightly bears to this day. I also embodied a modernized Cas-

learn, at the family homestead at Caledonia. They will all bunch around the doorstep after dinner, when the photographer will put the old lady MacDougall and the old man MacDougall in comfortable arm chairs on the "stoop," to the right of them, their sons and to the left their daughters, in front of these, their wives or husbands, and on the grass just before the adults, the wee MacDougalls of the latest edition.

It is the same with the families of the alphabets. And what an influential family the Caslons are! Put the patriarch of the entire clan in the center. He was born in 1722, you know. Then pose the *Lining* Caslons, the *Recut* Caslons, the *Heavy* Caslons, the *Condensed* Caslons, and the *New* Caslons about the old

Sed misera ante diem; fubitoque adcesa furore,
Nondum illi flavum Proserpina vertice crinem
Abstulerat, Stygioque caput damnaverat Orco:
Ergo Iris croceis per coelum roscida pennis,
Mille trahens. varios adverfo Sole colores,
Devolat, et supra caput adstitit: Hunc ego Diti
Sacrum iussa fero, teque isto corpore solvo.
Sic ait, et dextra crinem fecat. Omnis et una

126. TYPE: BY A. WILSON (A D. 1778).

A VARIATION OF CASLON.

lon by Claude Fayette Bragdon of Rochester, whose work in several lines of artistic endeavor is quite generally known.

The Caslon alphabet of 1722, which the designer of the letter embodied in his Specimen Book of 1734, has unquestionably been the type basis or the pattern letter from which many other fonts very similar in character have been constructed.

We read quite often in the newspapers of the family reunions of this family or that family. For example, the MacDougalls will meet this week, we

boy, and as you look into their bright, intelligent faces you will say to yourself, "Why, these are the people who print the words in the Bibles, the books, the newspapers, the magazines, and so on." Right you are!

Fortunately, the Caslon letters are easily constructed by pen or brush. Hence, it is unquestionably true that for all ordinary card writing or sign making purposes the Caslon type should be most generally used by department store card writers and others. I offer two reasons for my belief:

1. The Caslon letters are those which we are ac-

customed to read by reason of their almost exclusive use in book or newspaper texts.

2. They may be easily and quickly *built* with either pen or brush.

As intimated in my last article, there are many variations and diversifications on the original Caslon theme as written in 1722. The first William Caslon died in 1766. Four successive Caslons, each named William, succeeded in the type-founding business.

Easy access to the front seats
from the back is afforded by
space between two front seats,
making it possible to reach the
seat beside the driver without
going around the car
Pierce-Arrow

A MODIFIED ROMAN.

And although many attempts have since been repeatedly made by type founders or writers of other than English or British origin to tabulate his contributions as "Roman" rather than "Caslon," I am proud to "do my bit," as a student and writer on the subject, in favoring the perpetuation of the name of the man who "at a stroke surpassed not only the existing types of his fellow countrymen, but also those of his foreign competitors."

John Baskerville, born in 1706, was another great English type cutter. Alexander Wilson, a Scot, born in St. Andrews in 1714, was also noted. I reproduce a type face by A. Wilson, which for dignity and sturdiness easily ranks with the best of the English craftsmen.

But however interesting alphabets may be, historically, we must appreciate their application to present day needs and purposes. Accordingly, I embody examples taken from current advertising sources.

Doubtless some of my readers will suspect that I am "in the know" with automobile manufacturers and others in giving them this advertising in my articles, and so will receive one (1) automobile in return by prepaid express. But not so. I print these examples simply by reason of their beauty of line and excellent balance. It must not be forgotten that my text is "The Choice of an Alphabet," not "How to Design an Alphabet" nor "How to Copy an Alphabet with Pen or Brush." These are entirely different subjects. The first proposition is of extreme difficulty, the second has been told by the language of dots and arrows pointing down, left, right, and around, by a score of card-writing instructors in as many manuals.

It has been my observation that the problem is not so much how to make the letters, but how to most wisely choose the letters or the alphabets which might best be used for the advertising purposes in mind. Some of the leading advertisers of the country have given a great deal of time and study to the subject. We do well to sit at their feet and watch what they do. There is a reason. Namely, that an alphabet used in an advertisement, for which thousand and tens of thousands of dollars is to be expended for the printing, is of more significance and value to the student than some original, "mongrel" alphabet which a writer may stroke on a card and ask them to look at. Once we know how to choose an alphabet for a particular advertising purpose, our greatest trouble is over.

In conclusion, then, with relation to the alphabets of the Caslon family. When the "copy" or advertising announcement is of *other than a very few words in length*, it seems to me that these standard fonts, which I have discussed and caused to be reproduced, might well be made the choice of all the alphabets for general department store card-writing purposes.

While it must be recognized that the Caslon alphabet of 1722 is the *simon pure* Caslon, it is only fair to state that using this alphabet as a sort of copy-book pattern, slight variations and alterations of the curves are permissible and customary in the best modern card

Cool—Stylish

*Delightful and Practical
for Summer*

**Genuine Palm Beach cloth is wash-
able and will not shrink.**

Style No. 1019, on the left, \$15.00

Style No. 2000, in the center, \$7.50

Style No. 414, on the right, \$8.50

Representative Dealers everywhere should be able to supply you with these models. If you are unable to secure them locally, write us for the address of a Dealer who sells these Kenyon Suits and Coats.

C. Kenyon Company

Wholesale Salesrooms:

**5th Avenue Bldg., 5th Avenue and 23d Street
NEW YORK**

Chicago: Congress and Franklin Streets

MODERN CHELTENHAM.

writing. Otherwise, the cards will appear to have been printed other than lettered.

It is a "merry war" to hear a card writer and a printer discuss how dependent the one is on the other. A card writer *who is a student* is always on the outlook for new lettering ideas, and will "pussy foot" into a printing department to borrow or attempt to steal the "Printer's Bible" or the latest copy of the

specimen book of type styles. He will be caught in the act.

"There you go," cries the printer to the card writer. "Getting your letters from the printer. If it were not for the printers furnishing you fellows with letters, which you could copy, you would be out of a job."

"What's that?" cries the challenged card writer,

Calcum Powder whose French character makes it ineffably fine—
enchantly soft and breathing the
fragrance of Djer-Kiss Perfume—
that French masterpiece of Kerkoff!

SHOWING THE "HUMAN TOUCH"

as he shifts the heavy "Printer's Bible" from one arm to the other. "Where did you printers get your letters from in the first place? You don't know? Well, I'll tell you. You got them from the card writers or from the artists who designed the letters one at a time."

Then a moment of silence, and the card writer moves on with his big book, saying, "The card writers are above the printers, anyway. They are nearer the artists who design the letters." And, for a parting shot, "Why, the type founders who printed this book are always looking for men who can design new alphabets. I am often asked by type founders if I have any new alphabets myself. I would have, but I am kept too busy."

Doubtless every alphabet designer can gain inspiration from the books which the printers have created recording the alphabets originated by the Caslons, the Wilsons, and the Bragdens in the past. It is a reciprocal process, this mutual benefit between the card writers and the printers, for each helps the other to make his work better and more serviceable in the world's work. Hence, all printers and card writers should kiss and make up without further delay.

Using a good standard alphabet as a basis, the wise card writer or artistic advertiser—and they are the same—will take liberties with a line now and then to fill a space or to flourish a capital which cannot but make his work the more artistic and interesting. These spontaneous curves and graceful sweeps are what distinguish the hand work done directly on the cards from the cold expressions of the type. There is a "human touch" or living element in the hand-drawn work which makes it of never-failing interest by reason of its lack of mechanical monotony. Hence,

Popular approval of Phoenix Silk Hose—
for everyday wear, becomes more widespread
as its advantages become better known.

Millions who purchase it for style features
alone, soon come to recognize its pronounced
durability as a positive economy.

Today, a majority of well dressed people
throughout the land, find the solution of
perfect style and lengthy service, in

**PHOENIX
SILK HOSE**

A MODERN STYLE.

the personal charm which seems to me to be exemplified in the last two cuts furnished with this article.

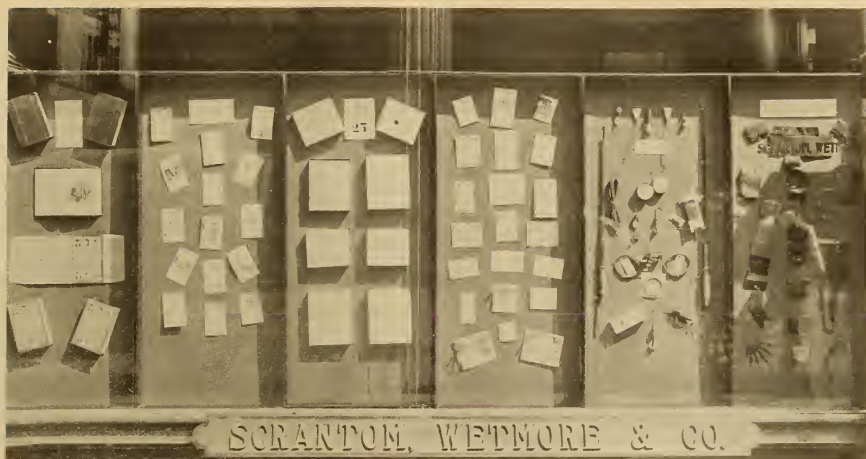
In my next letter I will conclude the discussion of "The Choice of an Alphabet" by presenting examples of the second great type family which seems to me to lead, with the Caslon faces, all the other families of alphabets in the most effective form of work for department store card-writing purposes. This second great, and very influential, family is the GOTHIC.



Plate No. 9290—A Pleasing Setting by J. B. Schooler for Davidson Bros. Co., Sioux City, Ia.

Here is a background in which a series of screens of simple design were used throughout the entire length of the several windows. This sort of a setting is highly appro-

priate for the class of merchandise shown. The neutral tints of the back set off the dark goods to perfection, and the lighter materials also show up well.



THESE DISPLAY TRAYS ADD TO THE WINDOW'S EFFICIENCY.

A Good Idea

SOME YEARS AGO the merchant thought nothing of closing up his show window for a day or two while a display was being installed, and where displays were changed once a week, the windows were out of commission for a considerable part of the time. The live merchant of today, however, appreciates the value of his windows too well to allow them to stand idle longer than is absolutely necessary. The accompanying picture illustrates a scheme that has been devised to make windows work all of the time—even while they are being trimmed.

The picture shows a window equipped with a series of panels or shallow trays that are placed perpendicularly close to the glass and used to show a considerable variety of small articles while a display is being changed. This idea was developed by Ernest Gorsline and Paul Fernald, respectively advertising man and display man for Scranton, Wetmore & Co., Rochester, N. Y.

The backs of the panels or trays are made of wall board and these are framed with white wood strips $\frac{1}{4}$ inch thick by 3 inches wide, with the edges rounded off. The frames are finished with mahogany stain and the wall board is tinted to suit the stock displayed. Some of the panels used by this store are 4 feet high by 2 feet wide; others are the same height but only half as wide. The panels have brass fastenings at the top through which an iron rod runs, clamping them to the sides of the window and holding them firmly against the glass. They are light and easily removed after the window has been trimmed behind them.

Some of the advantages derived from the use of these panels are: There is no loss of use of windows. The only time the window need be empty or off duty

is while the inside of the glass is being cleaned. Many items in the stock of this store yield better returns when displayed in these frames than from either regular window or show case display. Furthermore, many little staples that could not secure proper window or case display because of the demands on the space by seasonable goods, are now displayed on the panels with excellent returns in increased sales.

Of course, all kinds of merchandise could not be shown by this device, but in most stores there are hundreds of small wares that will lend themselves admirably to this sort of a showing.



Plate No. 9291—Christmas Display by Standard Furniture Co., Seattle, Wash.

Here is a novel and effective window display that attracted much attention. It was based upon the old "Mother Goose" rhyme, narrating the experiences of the old woman who lived in a shoe. The shoe was a very natural reproduction of an ordinary lace boot, to which had been added some improvements in the form of a window, a chimney, and a side entrance. Around about the shoe were arranged a number of dolls and the old woman herself was posed in the background. Natural pine boughs and small trees were used as a background.

NOTES FROM NEW YORK

GIMBEL'S PROMENADE DE TOILETTES CONDUCTED ON ORIGINAL LINES—BAMBERGER FIGHTING RETURNED GOODS ABUSE—THE BATTLE OF THE COUPONS—INTERESTING DISPLAYS AT LORD & TAYLOR'S

F. F. Purdy

GIMBEL BROTHERS will celebrate their fifth birthday in New York on October 1, and this anniversary month will be one of a series of special events. The Promenade de Toilettes, which has grown to be a New York institution, began its fall career on Tuesday, October 5. Display Manager Andrew D. Hopkins and his associates have been busy preparing for this event for several weeks, and it occupies larger space and is on a more imposing scale than ever. Starting with the stage, in the west end of the eighth floor, it may be said that the conception is of the ultra modern type, the work of Joseph Urban, who created the scenery for "The Follies of 1915." The scheme is an entire breaking away from old conventional lines, and in high colors, to match the imported gowns worn by the thirty-two models who promenade in morning and afternoon, and who were selected by Mr. Hopkins, who also had charge of all the preparations for the event. From the stage the promenade parted, one going on one side, and the other on the opposite side of a fountain, the water in the bowl of which was constantly played upon with charming electrical effects. The fountain was surrounded by square silver bay trees.

The color scheme of the whole ensemble is a new

French blue—a neutral tint, relieved by ornamentation of silver. There is a series of electrical chandeliers, with post decorations of four pendant lamps at each, all in dull silver. The entire ceiling is treated in draped sky effect, entirely in the French blue. The base of the wall decoration is blue, against which there are female figures in heroic size, in silver, each supporting upon their heads a basket of blue and silver flowers. The promenade is lined with lights in lamps of silver and blue. A feature of many of the styles worn by the models is their marked Russian trend, not the Cossack or peasant type, but that of the mode of the fashionables of Petrograd. Two orchestras are in attendance, so that there is music at all times when the fete is on. As usual, there is seating capacity for many hundreds, and the crowds are there in the large numbers of previous seasons. The women regard this event as good as a show, and they come prepared to sit for an hour or two and see everything.

GIMBEL'S WINDOWS

The Gimbel Sixth avenue window, next to Thirty-third street, last month attracted probably as much attention as any in New York. Prying through the crowds, three deep, the fact was evident that the imported figures were doing a large share of the work, though the gowns shown upon each were notable for style, and priced all the way from \$80 to \$250. A considerable number of the gowns were sold from the window display. This window was to feature the advance showing of domestic gowns designed by our own artists. The poses of the figures were out of the ordinary. They were



THIS WINDOW BY MR. HOPKINS DREW BIG CROWDS.



Plate No. 9292—A Fine Linen Display by J. A. Koerber for Strawbridge & Clothier, Philadelphia.

Here is shown a display of household linens of the finest sort. It will be noted that each pattern is shown with great distinctness and with the table covers are shown practical suggestions for table decorations, combining flowers and rib-

bons. At the back was a large ornamental screen decorated with white poinsettias and green foliage. There were three handsome clusters of lights attached to this screen. This window was an exceptionally handsome one.

not originally made for the particular purposes for which they were used, but Mr. Hopkins had them all prepared, with removable parts, and joints, etc., so that they were mechanically perfect. This was all well worth while, for they certainly made a hit.

Last month Mr. Allert put a new background into his windows of a notable richness—a deep golden velour, using gilt fixtures in connection, which made a fine setting for a strong display of fall silks. Throughout the month there was featured at Macy's the "D. A." principle—"depositors' charge account," for this is a part of the Macy system, the depositor starting an account with the Macy bank, and drawing against the balance in buying goods. Macy's long ago attained the standard of a cash house, and this "D. A." system works strongly to this end. Big cards were exhibited through the store, calling attention to it, and suggesting that any of the salespeople would be glad to inform visitors regarding the plan.

THE RETURNED GOODS NUISANCE

L. Bamberger & Co., of Newark, is educating their public up to doing away with abuses in returning goods. They are saying something along this line in a portion of all their ads. They ask customers to make returns within a reasonable period, say two or three days, or even a week, and to make more of their selections in the store rather than in the home. "Unless you know the intimate, innermost workings of a store," they say, "You cannot begin to realize what a tremendous help this would be to us. Talk it over with your friends." The extent to which this return privilege is carried

by some women is not business, and should be corrected as speedily as possible.

The Display Managers' Club of America held its September session on the night of the 13th, at which there was a good attendance and three new members were elected, who were present, viz.: Andrew D. Hopkins, of Gimbel Brothers; F. M. Lurz, of O'Neill's, Baltimore; and Carl A. Kronitz, of Stewart & Co., Baltimore. It was resolved to hold a reception to celebrate the Club's anniversary in November, and also a banquet in January. The members discussed the many features of the recent convention of last August and expressed themselves as heartily pleased with the results achieved and the co-operative spirit shown throughout.

The middle week of September was a busy one at the Greenhut store, with preparations in all departments for the big annual event that has taken place for eighteen years at "The Big Store" in September. Mr. Schmehl was on the qui vive, putting the finishing touches to his plans, and all the buyers were busy getting their stocks in readiness. Though the store has been running under the receivership for some months, the buyers have been operating at something of a disadvantage, and welcomed heartily the recent transfer of the business to the old hands. With the cutting off of a number of serious handicaps, they believe the enterprise will now go forward with entire success.

The "battle of the coupons" is now on here, the United Cigar coupons of the affiliated Hamilton Corporation (put up in packages of merchandise) against the new Mutual coupons of the Schulte Co., which, we understand, are to be placed in packages

of merchandise as well. The latter company has issued a book of premiums, many of which are bought with a slightly less number of coupons than are those of the United company. The sentiment of the department store people on this coupon question is gathering strength adverse to it. Following the idea out to its legitimate conclusion, if people buy merchandise largely for the coupon inside, the initiative of the dealer in conducting his business becomes quite a negligible quantity, and the power of the coupon people in determining goods to be stocked would be very great. Thus the coupon tail would wag the merchandise dog.

Mr. Rossiter, display manager for Lord & Taylor, now hoists his Fifth avenue windows in place in the afternoon, which brings the crowds six deep. It is not simply a spectacular event, but one of dignity, and an illustration of the consummate arrangements that the management of the store has made to serve the public. The four windows were lowered to basement, rolled aside, and their successors hoisted and put in place in just half an hour. One was a shoe window, and the high-topped boots for women were specially noticeable, particularly one in bronze with twenty buttons. The short dresses that are being worn this fall—shorter even than formerly—bring high boots strongly to the front. An interesting window of mid-September was of the novelties, desk sets, vases, etc., of the Roycrofters, the organization owned by Elbert Hubbard, and which is evidently being continued by his estate since his death on the Lusitania. These goods have previ-

ously all been sold to consumers direct by mail, and this is the first time they have been marketed through the dealer.

Standardizing the price of classy millinery is something we have never seen attempted on a broad scale until it was taken up last month by R. H. Macy & Co. There have been sales of good-enough hats at \$5 by popular-priced department stores, but here comes Macy, with a big advertising space and a big window, announcing Chapeaux la Marquise, and the hats do credit to their French name. They are all chic and full of the class suggestive of the Parisian, and they are uniformly priced at \$8.50. The claim is made that there are hats that would be priced at \$12 and \$15 at "exclusive shops." This we are prepared to believe, for the Macy management is very careful of its price statements. Mr. Allert has a fine window of these hats in place, and the great variety of the merchandise, and the uniformity of the price proved a great attraction to shoppers, promoting a most satisfactory sale.

A TRULY WARNER IDEA

Hats off to Truly Warner, the hatter. A couple of seasons ago he made up his mind that there was a great deal in a name and he started, early in the fall, the "Mr. Gooddresser" hat. Last month he introduced the "Banker," "Treasurer," "Secretary," "Director," and "Investor." Every young fellow that looked at the windows and came in to buy a "Director" or "Investor" hat felt the individual



Plate No. 9293. A Christmas Display by G. F. Schultz for Kerr Dry Goods Co., Oklahoma City, Okla.

This is an excellent setting for a display of toilet articles and general gift goods. The background and floor covering were of white felt. The arch was of wall-board coated with calcimine and covered with diamond dust. It was then air-brushed in shades of green from very pale to medium dark.

White poinsettias with foliage slightly tinted with green were the principal decorations used. It will be noted at the side there is a pedestal from which is shown a little group of frosted trees. Delicate cards add considerably to the general effect of this display.

compliment, as he surveyed himself in the glass. He was not a "broker" or "director," but the hat man did not positively know it. At any rate, the hat put him in rapport with the financial class suggested by the names, though nothing perhaps but the "shadow of the shade of the myth of the fringe of a suspicion" of same. These names caught on. The headquarters of Truly Warner are on Broadway, below Wanamaker's, where he has his personal office and incubates new ideas. H. F. Lauter, an artist and ingenious spirit, takes the ideas from Mr. Warner in the raw and gets them over—everything from store fronts absolutely different from the "cast iron" fronts that everyone is tired of, to ideally arranged windows full of new Truly Warner pattern hats and new names on them. There are 24 stores through which this electricity of initiative passes. At a certain point in the progress of the system down the line from Truly Warner to H. F. Lauter, H. I. Pell, who is in charge of the windows, gets his connection, takes his materials and puts them together, with his assistants, in the way the public sees the displays. W. L. Kohn is assistant to Mr. Pell in New York City. Robert Standerman, general manager of the western stores, looks after the windows as well, in connection with Mr. Pell. The latter returned to New York in mid-September from the West, then went to Boston, coming back to New York afterward to stay a fortnight.

As instanced by the foregoing, the specialty chain houses are putting up some marvelously good publicity. Then comes the Hilton Company, clothiers. The writer was fortunate in meeting J. A. Scott, display manager in charge of the windows of the ten stores the other day. As he is constantly jumping from place to place, he is a hard man to find. He was just going uptown to put a case into a theater. "What's the idea?" was asked. "Why," said Mr. Scott, "We are putting one \$25 suit of clothes every fortnight in thirty theaters, and the number is being gradually increased. The case stands conspicuously in the lobby of each theater, with 'The Hilton Co.' name in connection. The suit of clothes is drawn for by lot at 'The Country Store' performance at each theater every fortnight, in the presence of a representative of the Hilton Co., who sees that everything is satisfactory to the winner, fit, etc., and notifies him that the suit may be exchanged at a Hilton store for any other \$25 suit, if he so desires. The theater people have a picture slide thrown on the screen at all performances stating that the suit is to be drawn for at a certain session. All this is fine Hilton advertising, and would cost very much more if it were contracted for on a cash basis. This plan has made good during the year it has been used and the company is to extend it over a larger circuit." Mr. Scott, who for several years took charge of the windows in department stores, has been with

the Hilton people for seven years. He returned last month from one of the four western trips he makes a year, stopping at Atlantic City, where he joined his wife. His "short circuit," Boston, New York and Philadelphia, is covered every ten days. His assistant in New York is Charles McGovern—in the West, George Leahy, who gravitates between Chicago and Pittsburgh. Once a week all windows are changed, and they are snappy windows. Mr. Scott says the house figures that 75 percent of the sales are credited to the windows and the other 25 percent to newspaper advertising, which is used very gingerly, and in some cities not at all.

W. F. Ried, late display manager for W. & A. Bacon Co., Boston, and who since then spent several weeks in New York, is now in charge of the displays of The Parisian, a specialty store of Kansas City, Mo., which some time ago entered upon the occupancy of a new building.

The fixture people hereabouts report that outside merchants have been making their usual preparations in supplying themselves with fixtures and forms for showing their fall merchandise. The fixture houses have so far done quite a satisfactory business.



Plate No. 9294—A Fashion Show Display by Paul Lupo for the New York Store, Los Angeles.

The general color scheme used in this setting was a combination of pink and gray. All of the display fixtures used were in old ivory and gold. The background was a four-leaf screen, the frame of which was painted in old ivory, and each leaf, which was made of wall-board, was covered with moiré paper. Festoons of flowers cut from wall-paper were used on each panel. In the foreground was a millinery box, covered in the same manner as the screen. A wax figure was seated in front of a mirror trying on new fall models. The other details are evident in the picture.

HOLIDAY ADVERTISING

ILLUSTRATIONS HAVE TO BE MADE AND THE COPY SHOULD HAVE SPECIAL ATTENTION SO IT IS A GOOD PLAN TO GET AN EARLY START—EXAMPLES OF ANNOUNCEMENTS OF "TOYLAND"

ADVERTISING takes on a new tone as Christmas draws near and business announcements that at other seasons are prosy enough, at holiday time assume an altogether different spirit. "Unprecedented value," "startling price reductions," "startling bargains," and similar stock phrases are cast into the discard for the time being and the appeal is directed to the heart rather than to the pocketbook. The point is this—it is not always possible to turn out good, convincing advertising copy on the spur of the moment, and for that reason it is a good idea for the ad man to begin thinking about his Christmas announcements rather than to wait until this work must be done under the prod of necessity. Furthermore, most stores will want illustrations for their holiday advertisements and these require time for the making unless they are bought from stock.

On the principle that "The early bird catches the worm," some stores begin their Christmas advertising in October. Note, for example, the advertisement of the J. L. Hudson Co., Detroit. This advertisement of "Gift Workers' Week" was prepared by E. H. Leonard, who at that time was sales director for that firm. The ad appeared on October 28. This page was filled with all sorts of gift suggestions, the presents to be made up from cretonnes, ribbons, laces, etc., which were listed in the ad. For those who lacked skill with the needle, it was announced, expert in-

structors would be at the store prepared to teach the latest stitches. "Gift Workers' Week" and advertisements like this one served to give a brisk and early start to shopping in the Hudson store.

It is the custom in some stores to open their toy departments with a big reception for children some time toward the end of October. This is not intended to be the "Big Show" but a sort of preliminary event to start the ball rolling and get people interested in Christmas goods. The purpose is not so much to sell toys as to advertise and show them at a time when the sales force has more leisure time than in later rush hours. Generally some simple entertainment is arranged for the youngsters and there is some inducement in the way of an inexpensive souvenir. For the latter purpose, rubber balloons have proved popular. But the real Christmas advertising begins late in November and continues up to the day before Christmas, and toys are played up prominently in the ads of practically all stores that carry them. The following are quotations from the last Christmas advertising of some of the larger eastern stores:

* * *

*The Real Home of Genuine Christmas Spirit is
"Toyland"*

Grown-ups, when they see the round-eyed, childish faces, seriously consulting Santa Claus about the deeper problems of their little lives, and the subsequent pleasure of the little tots, when Santa presents them with his little Bangle Badge, cannot help but imbibe the true spirit of Christmas. If you have no youngsters of your own to bring, help the children of someone else to enjoy this—the children's season. Bring them here to see Santa Claus, and share in their pleasure as they wonder at the "Toyland Park" with its miniature amusement features all in motion, and gleefully inspect the hundreds of delightful Toy attractions.

Thousands of Toys at Reduced Prices

The most remarkable opportunity ever presented before Christmas. Owing to extra preparations—made months ago in anticipation of the possible non-arrival of all our foreign



Plate No. 9295—A Sporting Goods Display by Tom Allan for Phelps-Dodge Merc. Co., Douglas, Ariz.

This is the sort of window that is likely to appeal to every sportsman. The goods shown were those of Winchester Repeating Arms Company, and the lithographed advertising

matter sent out by this company was used with excellent results. A number of stuffed heads helped out the general effect. All sorts of sporting goods were displayed.

panied by a grown person he will Give a Stocking full of Toys.

Ask mother to bring you to see him. Explain to her that this year Loeser's has made special preparations to insure her comfort. The Toy Shop aisles are wide and the tables low, so that even little children may see all the wonderful things without being lifted.

Remind her, too, that the earlier she brings you the more comfortable you will be.

Santa Claus will sit in his little red house, as he has done for so many years past. He will talk to you about the things you want for Christmas, and (if mother or some other grown-up is along) he will have for you a Christmas stocking full of Toys.

This year you will find more new, interesting Toys than ever before at Loeser's. Dolls, Doll Houses, Hobby Horses, Mechanical Toys that run by springs, Electrical Toys, Velocipedes made like little autos, Lead Soldiers, Soldier Outfits, Air Rifles, Doll Carriages—in fact, everything any child could desire.

Prices Begin So Low as 10c

Not only is there no scarcity of Toys, but there is no increase in prices at Loeser's. Even 10c will purchase some Toys, a quarter will buy much happiness, and then there are Toys at various intermediate prices up to \$25 or more. Whether you wish to spend little or much at Loeser's, you will find most remarkable values.—*Loeser's, Brooklyn.*

* * *

Today Is the Big, Big Day in the Toy Store

In an acre and a half of toys you can't be everywhere at once. Especially when there are so many interesting things to see. For instance—

At the Thirtieth Street end of the Third Floor is a Christmas scene in the country. In the foreground is a church, all lighted, and a house. Behind them is a snow-covered road and field. Santa comes jingling over the hill and enters the house in the rear. Then he comes out by the front door and talks to the children.

On this same floor is the show that little girls like best—the great assemblage of dolls of all kinds.

At the Thirtieth Street end of the Fourth Floor is another Christmas scene. You seem to be inside a cozy country house, with the various rooms furnished with children's furniture. Each room has a large bay window, and looking out you get a view of distant hills, snow-covered and moonlit, and a train running back and forth on a distant ridge.

On this floor are the things boys like best, the mechanical toys. Trains are running about through tunnels and past stations, boats are sailing in a big tank and toy people and animals are dancing and tumbling about.

Of course, all other kinds of toys and games are to be found on these two floors, and also, on the Fourth Floor, is the "Wotsat Headquarters."

Here "Wotsat," Santa's new assistant, and "Pranko" and "Strumm," two other sprites, amuse the children. Hundreds of boys and girls have joined the Wotsat Club. The "Wotsat" book will tell you all about it.—*Wanamaker's, New York.*

* * *

Toyland a Wonder-World of Playthings

No wonder the hearts of the children thrill with joy when they see the thousands of attractions here. How their eyes brighten and their tongues babble at the sight of Santa Claus, who merrily listens to their prattle. Next to his little house in TOYLAND PARK, a miniature amusement park, where doll-children are enjoying the Merry-go-round, Ferris Wheel and Airships; where mechanical trains glide to and fro; ships float in the lake, and men work at their trades. The Toy Store is brighter and better than ever.—*Strawbridge & Clothier, Philadelphia.*

* * *

That Christmas Smile!

It is not a bit like any other smile any more than Christmas is like any other season of the year.

It begins deep down somewhere in the inner consciousness. Very generally there is a little child—or little children—connected with it in some fashion.

And how it does transform the features and warm the heart and stir the will to be up and about the Christmas business!

This Christmas kind of smile is very contagious, too. People all over the city are catching it, so that we imagine nearly everyone will have it by Christmas time.

One of the surest places to find it is in the great Loeser Store. In fact, the Christmas smile is most likely to bring people straight to Loeser's.

The things they want to do when they have that smile are most easily and quickly done here.

If YOU have the Christmas smile and feel the stir of its impulses—if you want YOUR arms full of mysterious bundles, we can promise you that there never was a great organization better equipped to help you than LOESER'S—THE CHRISTMAS STORE.—*Loeser's, Brooklyn.*

* * *

IN THE CHRISTMAS SPIRIT

Not many people look toward Christmas with a grouch, but if you are one of those who do, take time to come into the Loeser Store tomorrow morning.

It is better than medicine.

It will get rid of your grouch in half a minute.

When thousands of people come together with Christmas in their hearts and a smile on their lips, it makes an influence hard to resist.

We are all trying hard to keep the smile from going by having here plenty of givable things that people want to buy and by making our store service just as quick and cheerful and satisfactory as it can be.

In other words, the Christmas spirit is in the Store as well as in the Store merchandise.

Will you carry your smallest parcels?

It is the greatest Christmas gift to thousands for whom this season brings the hardest work of the year.

And will you do your Christmas shopping early? Early in the day as well as early in the week. The morning hours are the best time to enjoy the Store and get through a long list quickly.

No late closing.

We give one extra hour—until 7 o'clock—beginning with Friday of this week, but that is the only extension of store hours.

And that is meant just for those who cannot possibly do Christmas shopping earlier in the day.—*Loeser's, Brooklyn.*

* * *

TOYLAND—A WONDER-WORLD FULL OF DELIGHTFUL SURPRISES

To describe the myriad of interesting things in Toyland would be next to impossible. First, there's Santa Claus himself—a real jolly old Santa, to whom every day hundreds of serious-faced tots snuggle up and whisper their innermost desires. Then, with Santa's merry words ringing in their ears, they're off to see the wonderful "Toyland Park" with its miniature amusement features, all in motion. And then there are Dolls, the Mechanical and Electrical Toys, the Games, and a thousand and one other sights to be seen. And here's something that we would like to whisper to parents.—*Strawbridge & Clothier, Philadelphia.*

* * *

Postponing a Sale

WHEN A SALE of any kind has been announced, it is generally carried through in spite of the weather or anything else that may arise. Indeed, it is so unusual to postpone a sale that the following advertisement is something of a curiosity. It was published by a big eastern department store.

POSTPONEMENT OF RUG SALE

Probably for a Week or So Until the Cooler Weather Comes

The Weather Man advised us at three o'clock yesterday that the hot spell was continuing, and though the great stock of rugs (which seems to have upset the market, with everybody hurrying to get in advance of us with their sales of stocks on hand) is quite ready for the Sale, of which notice was given Saturday morning and in last night's paper, we have concluded to wait until the people can come comfortably. The Store is cool enough, but the streets are ovens, and we are not going to ask our good customers to come until the heat is past.

It is a rare thing to postpone a Sale, but our confidence in the articles we have to sell is such that we feel sure that there will be plenty of customers for them as soon as we spread them out before the public.

The few days' delay will be of service to other store-keepers, who may have the market all to themselves.

Due notice will be given.

Gets Important Position as Soon as He Graduates

The Koester School is in a position where it can help its graduates very materially in the securing of better positions. Merchants are now demanding men with Koester Training and look to the school when they need expert help.

Mr. Minnick stepped into a big position as soon as he graduated.

Here's a Record of His Success

Written by Mr. Minnick

Koester School,
Chicago, Ill.

Dear Sir:—I take great pleasure in recommending the Koester School to any one who is interested. It matters not whether he is a beginner or an old hand—in either case the Koester School furnishes ideas in instruction which will enable a beginner as well as the experienced to put up a trim of the highest type and increase his efficiency in all branches.

The Koester method will be easily comprehended by any student.

Prior to going to the Koester School, I studied the windows in the trade journals, but soon realized I needed expert training. I was ambitious and wanted to go ahead, so took a complete course in the Koester School. When finished I accepted a position with B. J. Hunt & Co., Spokane, Wash., a city of 115,000, succeeding the old trimmer who laid down his hammer and stepped into the manager's chair.

I accomplished a great deal in the three and a half years with this firm—which is one of the highest grade clothing and furnishing firms in the Northwest—in charge of their 125 feet of handsome windows.

I had many offers prior to accepting this position which I now hold as advertising and display manager, card writer and as assistant to Mr. Livingstone.

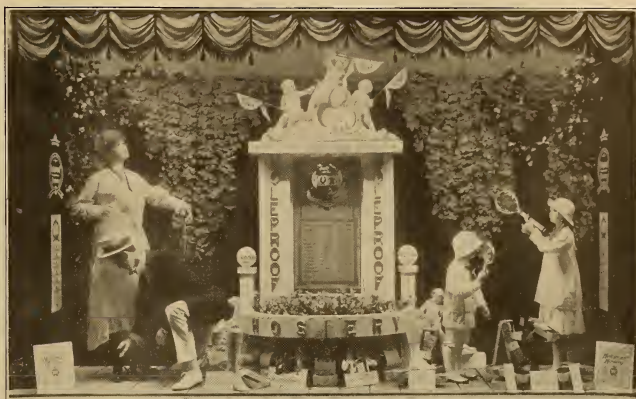
My motto: Be one of the big men of the country—a Koester man.

Yours truly,

H. B. Minnick.



Get these Catalogues



\$500.00 Prize Window by Carl W. Ahlroth, for the Union Co., Columbus, Ohio. Mr. Ahlroth also won the fifteenth prize, thus getting two of the largest prizes offered.

KOESTER MEN WIN BIG PRIZES

in Greatest Display Contest Ever Held
by Rice Leaders of the World Association

Carl W. Ahlroth, with Union Co., Columbus, Ohio.
A. Ackemann, with Ackemann Bros., Elgin, Ill.
O. F. Ballou, with Almond D. G. Co., Lynchburg, Va.
C. A. Luedsking, with Bowman Drug Co., Oakland, Cal.
A. L. Cooper, with Doyle Furniture Co., Galesburg, Ill.
H. W. Nelson, with E. & W. Clothing Co., Rockford, Ill.
J. E. Hopkins, with Gray Co., Duluth, Minn.
A. W. Denhollen, with Houck Hardware Co., Wichita, Kans.
L. B. Slater, with Paul Johnson, Davenport, Iowa.
Tom Allen, with Phelps Dodge Co., Douglas, Arizona.
John F. Longdahl, with Pioneer Store, Ortonville, Minn.
R. L. Paxton, with W. C. Stripling, Fort Worth, Texas.
T. G. Duey, with Wurzburg D. G. Co., Grand Rapids, Mich.

The above is only a partial list of Koester School winners, but it will serve to demonstrate the fact that to attain the greatest success in your work it is very helpful to have Koester Training.

Koester Training not only has helped our students in winning prizes, but more important still it has made it possible for them to procure and hold the best positions in the best stores.

Koester Training lifts an eight dollar a week clerk up into the twenty-five dollar a week window display man at once.

Prepare Yourself Now for Greater Success in Your Work

THE KOESTER SCHOOL

215 South Market Street

CHICAGO

NOW is the time

Write us at once, filling out the coupon, and we will give you complete information on every subject. Let us tell you when to start in order to enter the classes at the right time. Don't delay—write today.

USE THIS COUPON

The Koester School, Chicago.

Please send me information about—

- | | |
|--|--|
| <input type="checkbox"/> Window Display Courses. | <input type="checkbox"/> Books. |
| <input type="checkbox"/> Card Writing Courses. | <input type="checkbox"/> Card Supplies. |
| <input type="checkbox"/> Advertising Courses. | <input type="checkbox"/> Store Accounting. |

Name

Town

State

GETTING RESULTS

PART OF AN ADDRESS MADE BEFORE THE NEW YORK CONVENTION OF THE I. A. D. M.—ONLY THROUGH CO-OPERATION CAN THE DISPLAY MAN GET THE BEST RESULTS FROM HIS WINDOWS

W. H. Hinks

With John W. Thomas Co., Minneapolis

ARE YOUR WINDOWS bringing your firm the big returns that it is possible for them to bring? If not, what is the matter? Naturally assuming that the display man is proficient in his line, if his windows are not a complete success, the invariable reason must be that there exists a lack of co-operation. The machinery of the store must be slipping a cog somewhere and we will have to discover where the trouble lies.

All merchants are today aware of the ability of the show window to sell goods if those goods are properly displayed, and it is only natural to presume that every merchant wishes to take advantage of every opportunity offered by his windows. Furthermore, the average display man knows how to display goods to make them sell. Nevertheless I am confident that a large proportion of show windows do not sell nearly the amount of goods that it is possible for them to sell.

I am convinced that in many cases much more satisfactory results might be obtained if there existed the right sort of co-operation between the display man, the department buyers and the members of the firm. It is highly essential to secure the co-operation of

those that have been named, but it is also necessary to have the full support of the whole selling force of the store. It is real team work that counts. To obtain the big results that are possible from window display, the store service must be efficient—the selling force must be capable of making real customers of those people who have been brought in by the window display.

The results of a display cannot be justly measured by the people who come into the store and ask for some specific object that is on display, for a really attractive window will pull in possible customers who may not have seen anything in it for which they feel an immediate want—they come in because the display has made a favorable impression upon them and they want to see what else the store may have. In other words, the window has served as an introduction to the store and the people walk in to become further acquainted. That is the big work of the display window and it is as far as the window can go with such visitors—the completion of the transaction, that is, making the sale, is a matter that must be handled by the sales force. That is why the window must have good backing in the matter of store service in order to get the best results.

In a sense, the window is the index to the store and the store is judged accordingly. It reflects the spirit, the enterprise and the management—therefore how necessary it is that there should be that co-operation that means success both to the store and to the window. I plead for co-operation between the buyer



Plate No. 9296—A Linen Display by H. H. Tarrasch for F. & R. Lazarus & Co., Columbus, O.

Here is shown an artistic and attractive display of household linens of the highest quality. The three larger pieces were shown on circular boards with a border of ivy leaves

extending around them. At the top of each of these was a flower box filled with gorgeously colored tulips. No further description is necessary.

"SNOW WHITE" WATER COLOR



A FEW SIMPLE TRUTHS

Question I. Why do they use white letters on black backboards in the thousands and tens of thousands of schools which have just reopened?

Answer:

The figures and letters are thus most easily and readily seen. White reflects light, black absorbs light.

Question II. Why do they use white letters on black backgrounds on the signs along the Hudson River, to be read by thousands of travelers on the Metropolitan trains, close by or a half mile away?

Answer:

The figures and letters may thus be most easily and readily seen whether signs be near or far.

Question III. Why do B. Altman & Co., of Fifth Avenue of New York City, and Robert Simpson Co., of Yonge Street, Toronto, perhaps the two leading stores of the two leading cities of the North American continents use white letters on black or near black backgrounds on their interior store signs or display cards?

Answer:

Because, I believe, they not only want their announcements to be readily and easily seen, but they wish their show cards to appear RESPECTABLE and OUT OF THE ORDINARY at all times.

Get rid of *THE DIRTY, COMMONPLACE* cards of the past and *FOLLOW THE LEADERS*

Use "Snow White" on black or dark colored surface cards to harmonize with your counters, cases, or fixtures and BE UP TO DATE.

MANY HIGHEST ENDORSEMENTS RECEIVED

Please Send Post Card for Booklet of
"COLD FACTS"
"ABOUT SNOW WHITE"

J. W. JOHNSTON

P. O. Box 578 ROCHESTER, N. Y.

Please Mention Merchants Record



An illustration of what Mr. Culver is doing in wax. Modeled from a painting by a famous American artist.

IRWIN G. CULVER CO.
60 East 8th St., New York

and the display man because, to make a window a real success it is necessary to have enough materials to give it that finishing touch that makes it complete. And I have found that in many cases to make a window complete it is necessary to borrow from one or more departments aside from the one that is making the principal display.

Now it is up to the display man to do his part in this matter of co-operation. He should at all times be ready and willing to assist to his utmost in any scheme that the department manager may have for the betterment of his department and, incidentally, for the store in general. By doing this he will establish himself upon the substantial foundation of mutual good will. It has been my experience that with very few exceptions both store managers and members of the firm are ready to meet the display man half way, if the latter will only go the other half.

One of the ways in which the display man must go half way is to perfect himself in his work and keep up to the minute in all of the little points concerning the ever changing styles. He must study constantly. The studying he has done in years past, or even in months past, serve to help him in a general way—but these studies are not enough for today or tomorrow. The successful display man must study all the time—he must keep at it as long as he is in the business. It is through this continuous study, not only of his own work, but of every branch of merchandising that he becomes qualified to be consulted by the firm and heads of departments upon any and all of the difficult questions that arise in the business. Being so qualified, he is able to command the respect and con-

fidence of those with whom he must co-operate to make his work successful to the highest degree. The show window of today, if it is to be a success must, first of all, attract attention. Attention once attracted it must create interest and arouse a desire that will lead to a resolve to buy.

There is another with whom the display man can co-operate many times with good results and that is the manufacturer. The manufacturer is naturally anxious to help in making better displays of his own products and there are many occasions when the display man can use the manufacturer's helps with advantage to himself and to the store.

I have brought from Minneapolis window advertising matter from the Northwestern Knitting Mills, manufacturers of the Munsingwear Undergarments. Now this firm is one of the most successful of its line in the country; they know the value of window display and are spending thousands of dollars annually in sending out many tons of window material to assist the display man in the successful display of the Munsing Underwear, and if every display man would co-operate with the manufacturers and accept the assistance which they are ready to give them, he would find that in this particular display where he had co-operated with the manufacturer, the sales would be infinitely greater, not only while the display is in the window, but the department sales would be continually increasing because that kind of advertising remains photographed in the minds of the public and at the same time the display man is demonstrating to his firm his real value by the increased sales all over the store.



Plate No. 9297—A Thanksgiving Display by Tom Allan for Phelps-Dodge Merc. Co., Douglas, Ariz.

Here is a good showing of Thanksgiving linen. The window is 20 feet long by 7 feet 6 inches deep. The panel in the middle of the back is 4 by 7 feet. The scenic effect was a wall-paper frieze 30 inches wide. The columns and panels were calcimined a light tan tint and the caps were

brown. The flowers used were yellow chrysanthemums and yellow poppies. Gold and red grapes were cut from wall paper and used in various ways. In nearly every piece of linen shown in the window, as well as scattered over the background, were cutout turkeys in natural colors.



No. 1—This beautiful background panel is 5½ ft. high by 4 ft. wide made of "Upson Board" and reinforced with strips of wood at back. Colors beautifully blended and design at top in three colors. Price, including brackets or dividers at side, each,.....\$6.00
Flower stand and box made of wood and beautifully colored, 3 ft. 4 in. high. Price, each\$2.50



No. 2—Background is a very successful arrangement. Height 6 ft. over all and from 6 to 8 ft. wide, making a complete background and one that is easy to install. This background is beautifully colored and design applied in 3 colors. Water colors used in all designs shown on this page.
Price of background complete (not including foliage), three separate panels in the construction.....\$10.00
Flower stand and box 4 ft. 4 in. high. Each.....3.50



No. 3—This panel is beautifully done in blended colors and edging in relief, touched with gold. This is exceptionally good for use back of a special display of neckties, hosiery, etc. Size 4 ft. high by 2 ft. wide. Price, each.....\$3.00

SOMETHING ENTIRELY NEW IN DESIGN AND AT A VERY LOW COST

These backgrounds shown are very neat, clean cut and good looking and will give you an opportunity to have a beautiful setting, making your merchandise show up to the greatest advantage, and you can do this for a small amount of money.

Do not fail to visit our Show Rooms and Studio when in Chicago

The **BODINE-SPANJER @**

Designers and Manufacturers of Decorative Backgrounds for Show Windows

1160 CHATHAM COURT, CHICAGO

Phone Superior 4610

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court.

M. F. STAULGUP, Eastern Representative, 44 East 23rd St., New York, N. Y.

IT'S THE WILD SMILAX From the Southland that is used This Season



Near to Nature's Heart Packing Beaven's Wild Smilax

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows.

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1 00
2	200 sq. feet	20 lbs.	2 00
3	300 sq. feet	25 lbs.	3 00
4	400 sq. feet	30 lbs.	3 50
5	500 sq. feet	40 lbs.	4 00
6	600 sq. feet	50 lbs.	4 50

For the reason that it is the most exquisitely beautiful evergreen vine in existence.

Beaven's Southern Wild Smilax

Is an indispensable aid in attractively decorating your show windows. Its long life—its fadeless character, and its show qualities, make it a valuable adjunct to any retail business.

Beaven's Fadeless Green Moss

has been immensely popular everywhere and it really is an ideal covering for Show Window floors. It lends itself to many uses when in the hands of Window Decorators. Mighty effective and especially so when used in connection with Beaven's Southern Wild Smilax.

Beaven's Fadeless Green Moss is shipped in bags containing 100 sq. ft. Price \$4.00, f. o. b. shipping point

	Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft. 10c	\$1 00	\$ 8 00
As beautiful as palms in decorations.	3 ft. 15c	1 50	9 00
	4 ft. 20c	2 00	11 00
CHAMAEROPS PALM LEAVES	25c per doz.	\$2.50 per 100	
SABAL PALM LEAVES			
CHAMAEROPS PALM CROWNS	3 ft. 15c	\$1 50	\$11 00
Our native palm plants with their roots removed.	4 ft. 20c	2 25	15 00
	5 ft. 25c	3 00	20 00
SOUTHERN GREY MOSS	25 lbs. sack	\$3.00	

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates. 25 per cent less than regular merchandise rates

EDWARD A. BEAVEN
EVERGREEN - - ALABAMA

SHORT LENGTHS FOR THE AD-MAN

—LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF

Clever Little Velvet Hats That Will Go with Anything.—The new shapes include wide-brimmed sailors, some with gathered crowns, flat brims with just the suggestion of a poke in the front and some that flare up coquettishly in the back. To carry out the tailored look, the trimmings have been kept very simple, grosgrain ribbon ending in a cockade, fur with a flower or two for color, or a touch of gold or silver. Such little prices as \$3.50 to \$7.50.

Velvet Hats for Fall.—Trimmed hats, and those all ready for the dashing bit of trimming that will transform them into copies of the best imported models, velvet covered, smartly shaped. Some are shirred, some are plainly covered. Sailors, large hats and small turbans, the tricorne, large crown hats and some smaller hats with a high flare at the side. Black, black and white, and all the new shades of plum, blue, green, etc. Prices from \$2.98 for trimmed hats. Very fine selection of untrimmed hats at \$1.98 and up, some less.

Autumn Millinery for the Younger Folks.—For misses, large girls and small girls—trimmed hats, designed and made by specialists in the production of millinery with youthful lines. Great variety in school and dress hats, including many Tam O'Shanter effects and the soft, floppy brims, so becoming to young folks. Dress hats, \$3.50 to \$8.00; school hats, \$1.25 to \$3.50; corduroy Tam O'Shanter, 50c to \$1.50; silk Tam O'Shanter to match sweater coats, \$1.50; corduroy and velvet hats, with band, \$1.00 to \$6.00.

Beautiful Display of Girls' New Autumn Millinery.—Featuring hats designed especially for girls and young women, by specialists in girls' millinery. These hats are not only trimmed by our artists in girls' millinery, but nearly all of the hats are made by fingers that give all their skill and deftness to fashioning hats with youthful contours. The new autumn millinery for girls is as exclusive, as individual as any shown for women, and in variety and assortment it is exceptionally satisfying.

Black Hats.—Distinction in mourning millinery is a specialty of the French millinery salons. Care has been taken that these hats, which are necessarily black, black and white, or gray, shall express the personality of their future owners. Quite a number of models have been received from Paris already. Some are original creations from our millinery ateliers. Because of their simplicity and artistic lines, even quite inexpensive hats are charming.

Higher Lines in Neckwear.—In harmony with hat and coiffure is the essential new note in this most important detail. Some of the newest collars fit closely and high about the throat in front and back. Some are high in back and graduated to the front. Some have a flare away from the neck. But the *heig't* is the newest feature introduced this autumn and is singularly in accord with the hats, high in the back or all around and graduated to the front. Imported neckwear in many designs, introducing these features, should be inspected in connection with the new millinery. But there are also shown in Loeser stocks a great variety of

New mourning Blouses That Are Different from the Usual Mourning Blouse.—Softer in texture, less severe in style and altogether more modish. Made of lovely soft combinations of crepe Georgette and crepe chiffon with laces, with shirring and little touches of ribbon and here and there an elegant touch of jet. All have the smart new high-back collar and full length sleeves. Prices \$9.75 to \$14.75.

Autumn Silk Petticoats.—We buy them sharply and we sell them as we do everything else beneath the roof—at a slender profit above first cost. Take, for example, these at \$2.50. Surprising money's worth, more than we ever offered before at \$2.50. Messalines and taffetas in the soft finish and in the new widths, some of them with Jersey tops. There are all lengths. The color assortment includes, tan, Kelley green, black, purple, gray and Copenhagen.

Crepe de Chine Waists.—New models in white and flesh color; many exclusive, not being found elsewhere. They are variously plaited or tucked, have the new pointed-yoke back, with box-plaits, collars in new shapes, and smart little vests. All have long sleeves. Prices \$5.00 to \$7.75.

Underclothes of New Neptune Satin.—A preliminary showing today of the new underclothes styles in this exquisite satin of high lustre which laundering will not impair. Neptune satin—just off the looms—is an American invention, and we are very glad to introduce it to New York. Neptune satin nightgowns, \$15.00 and \$16.50. Neptune satin Princess slips, \$12.75. Neptune satin petticoats for dancing may be had in white, flesh, pink and apricot at \$10.00.

Pompadour Silk Petticoats.—Gay things the autumn silk petticoats. Roman stripes, flowers, changeable colors and a riot of shades to match and contrast with serge dresses and suits in taffeta and messaline, new at \$3.85. Black and white checked taffeta and colored jersey petticoats with messaline flounces, \$3.00.

Plaid Hosiery—To Match the New Plaid Dresses.—The vogue of plaids already expressed in dress fabrics and ribbons is further accentuated in hosiery. Bold, daring Scotch plaids in a great variety of colors make a gay show tomorrow in the Hosiery Shop. There are also a number of fancy checks in various colors. This hosiery is distinctively new. In lisle, cotton and silk lisle, 50c pair. In Jacquard plaids, lisle and cotton, \$1.00 pair. In silk plaided, \$1.50 pair.

Exceptional Values in Cotton Waists, \$1.00.—Exceptional values and an exceptional assortment, including White Voile Waists, elaborately trimmed with lace and embroidery; also striped, plaid and fancy weaves, and some of pretty colored stripe madras and cotton crepe.

See These New Dresses for Women from \$5.00 to \$15.00.—Attractive new models of serge and combinations of serge-and-taffeta, made on the simple long lines of the season, some decidedly coat-like in effect. These are in navy blue and black, and have pretty touches of embroidery and smart button-trimming.

New Skirts.—Serge and poplin, in black and blue, and fancy mixed cloths, in brown and olive tones, are the favored materials. Some of the skirts are plaited, to give additional fullness, others have clusters inset above the knee, or plaits stitched to hip length. Plain-gored models, with patch pockets, also in the collection—\$5.00 and \$7.50.

Women's Smart Fall Footwear—Prices Are From \$5.00 to \$8.00.—A wonderfully complete showing of the newest creations in high boots for wear with every sort of gown or suit. The tendency is toward somewhat less conspicuousness, though the lines and finish are artistically rich and dressy. All leathers are represented, some in combination with cloth or buckskin tops. A few of the daintiest shoes feature white pearl buttons or white stitching in contrast with dull or bright black leathers.

Six Thousand Fashionable \$1.00 and \$1.50 Corsets, 65c.—A wonderful sale of corsets starts today! Six thousand pairs of the famous S. & C. Special Corsets, in models for average figures—just arrived from the factory. Those familiar with the shapeliness, good style and general attractiveness of these corsets, made exclusively for us, will need no urging to buy—such an opportunity is too advantageous to be passed by. The corsets are new, fresh and up-to-date; made of batiste and coutil, and trimmed with embroidery or lace. Sizes 19 to 28.

Handkerchiefs—All Small-Priced.—All the ones and twos and half dozens of a kind are in this collection—the remainders from a month of busy selling in the Handkerchief Store. Sizes for women and for men; plain and fancy sorts, also initials. Prices are quite small.

New Suits for Fall Wear.—Both yesterday and today large shipments of suits arrived fresh from the designers, offering for tomorrow an opportunity to the women of Marietta a first glimpse of the new styles in suits for this coming season. This season has brought forth many new and clever features. Military effects are noticeable in the high buttoning, convertible collars, the buttons being of striking design and closely placed. Velvet, braid and fur constitute the trimming. Box coats and belted effects are also very prominent. The materials comprise Gaberdine, Whip Cord, Broadcloths, Poplins, etc., in navy, Russian green, dark brown, black, etc. A wide range of correct styles are shown suitable for the school girl, slender and large figures. These charming suits will be on display in the garment section tomorrow.

New Coats for the Car.—Motoring is the most effectual medicine for the enervated in these Indian Summer days. One should always carry a coat however, for the night breeze is cool. The new coats are of loom-knitted tweeds, green and black plaid and two-tone eponge, and smart mixtures. Furs suitable for informal wear are used in some of them—



MR. J. H. FARRAR

An Economist Training School Graduate Wins First Prize of \$500 in the Koh-i-noor Window Display Contest

Winning a prize of this character is no easy matter, as this International contest was open to everyone and thousands of experienced display men entered the competition.

Mr. Farrar's ideas won on merit alone, and that merit was judged by a staff of experienced Advertising and Display men.

Naturally, we are proud of Mr. Farrar's work, as a graduate of this school, as he attributes a considerable portion of his success to the training with the E. T. S., as the following letter shows:

Economist Training School,
New York City.

Lynchburg, Va.

Gentlemen:

\$500.00 for a window display - a few hours' work - easy money!!

But, back of it all is the foundation started some time ago when I took the Economist Course, although it has been several years since I completed the lessons, and many changes in the methods of Window Trimming have taken place, yet the fundamental principles you taught have proven a good foundation to build on.

I am now Advertising and Display Manager for C. M. Guggenheimer, Lynchburg's Leading Dry Goods Store. When I enrolled in the school I was just starting in Window Trimming work and felt the need of a guide. Your lessons proved a wonderful help, and who knows but the influence is not felt even to this day. I appreciate the manner in which you have kept in touch with an old pupil through your regular letters.

You no doubt are familiar with the Koh-i-noor contest, so I will not mention details. I can send photo of window if you desire.

Very truly yours,
J. H. FARRAR.

When you take up your training in the E. T. S., you come in direct contact with acknowledged retail experts in their respective lines who are in a position to develop your native ability and arouse your ability to succeed.

These retail specialists will assist you in developing confidence and give you a finished instruction in the practical side of retail publicity work.

If you are interested in
**ADVERTISING, SALESMANAGERSHIP,
DISPLAYMANAGEMENT, SALESMAN-
SHIP OR SHOW CARD WRITING**
fill out this coupon and receive our complete school catalogue.

Economist Training School
231-239 W. 39th St. NEW YORK CITY

The Economist Training School
New York:

Send the book to

Name

Street

City

State

Please write or print plainly.

M.R.





All There Is to Know About Window Dressing

IS CONTAINED IN THE NEW THIRD EDITION OF

"The Art of Decorating Show Windows and Interiors"

Completely revised and brought strictly up-to-date.

This book contains 410 pages (7½x10¼) of solid information on every subject pertaining to window dressing and store decoration. There are 618 illustrations, including special backgrounds, mechanical displays for all occasions, special feature displays for every season and hundreds of other subjects. Diagrams and working drawings show how to build all kinds of mechanical and electrical displays.

If you want to know how to design backgrounds—how to display every class of merchandise—how to drape—how to make fixtures—how to make plaster casts—how to paint scenic backgrounds—how to clean wax figures—how to do anything at all in connection with store decoration—**you will find it in this book.**

Bound in cloth and handsomely lettered in gold leaf. This work is of great value to Experienced Decorators, and certainly **Indispensable to Beginners** in the Art.

SHIPPED ANYWHERE UPON RECEIPT OF \$3.50, CHARGES PREPAID

SPECIAL COMBINATION OFFER

For \$5.00 (Foreign countries, \$6.00) sent us, we will ship prepaid a copy of this popular book and will give you a receipt for one year's paid subscription to **Merchants Record and Show Window**. No matter when your subscription is paid to, we will advance same one year from any date. Take advantage of this liberal offer **AT ONCE.**

THE MERCHANTS RECORD CO.

431 S. Deaborn Street, Chicago

Always Send Draft or Money Order (not Check) when Ordering

gray fox, red fox, dyed muskrat and natural sealskin. The models are uncommonly attractive. \$37.50 to \$75.00.

A Day to Buy Gowns.—We have said before that our faults are those of excess. To do a thing well, overdo it. For example, undermuslins, especially gowns. We gather them lavishly in order to offer you more than satisfactory choosing. We never sell out completely—small lots like these are always left. This is how we get rid of them—the Month-end offers no better values.

Children's and Misses' Dresses.—When you bring your girls here for Autumn clothes you put them in the hands of specialists. We have studied the proposition of dressing sweet six to sixteen, and we know it from every angle. Styles for each age and each one admirably adapted. Come to see, to get ideas, if you intend to make the dresses at home. The freedom of the children's store is yours.

Sister's New College Coat Is Much Like Brother's.—It is the highly tailored, mannish style that the school girl and her older sister like the best for every day hard wear. It is warm without being heavy, is made of fine hard-wearing imported frieze in soft, dark brown, gray or green mixtures and brown and gray plaids. One style has a raglan shoulder, is belted all around. There is a collar that can be turned high or low and four large, comfortable patch pockets. It is \$20. Another is a plain London-cut coat, raglan sleeves, loose fitting, with slot pockets, \$22.50. Both come for girls from 14 to 20 years.

An Interesting Display of Silk Dresses in New Fall Models.—Many of the most striking models find their beauty and charm in the clever combining of chiffons and wool fabrics with silks. Scores of models have been produced along this line and are being approved by the leaders of fashion throughout the East. Among those to be shown here tomorrow are beautiful dresses of taffeta silk effectively combined with wool fabrics in various pleasing designs. Others are of taffeta silk with crepe chiffon sleeves finished with deep, tight silk cuffs in numerous designs, collars are of crepe, lace and silk materials in both high and low styles, buttons, and beads constitute the main trimmings. Tomorrow offers a splendid opportunity for you to view the new styles in this authoritative display of silk dresses.

Notable Silks in the Fall and Winter Showing.—There are gorgeous tinsel broches—heavy silks and satins, woven richly with gold or silver thread and sometimes exquisitely colored flowers. These are for handsome ball gowns, wraps, trimmings, corsages or to combine with plain silks. They are from \$4 to \$25 a yard. There are fine, soft chiffon voiles, glittering with gold or silver tinsel thread. For evening gowns to be used over colored silk linings and they permit some marvelous color schemes, \$20 a yard. There are rich, dark shades in metal broches for evening wraps and trimmings, \$10 a yard. There are new crepe meteor moires for reception and afternoon gowns, soft browns, blue, green, taupe and gray, \$2.50. There are new plaid and striped silks, most fashionable for morning frocks and tailored dresses, \$1.50, \$2.50 and \$3 a yard. There are splendid silks from American mills—satins, chiffons, taffetas, crepe de chine, cords, and black silks. Also pussy willow taffetas, striking black and white effects and evening tints printed with flower patterns. These are for afternoon and evening frocks and coat linings, \$3 a yard.

New Fall Plaids.—Silk plaids in rich colorings will be a strong feature in silks for the coming Fall season. These silk plaids which we are showing for tomorrow are rich and striking in their color combinations. Grounds of blue, green, brown, etc., being richly brightened with cross stripes of tan, red, yellow, white, etc., in vivid color arrangements. Also green, blue and grey grounds with shaded or cluster stripe effects. They come 24 inches wide and are in two qualities selling tomorrow at the yard, \$1.00 and 85c.

The Fine New Novelty Ribbons Are on Show.—Rich and wonderful are the new tinsel brocade and gauze ribbons; every woman will want to see them, and a special display is made of them along the main aisle. Then there are plaids with flower borders, gauze with simple stripes of silver or gold, failles with tapestry effects, warp-print taffetas and Japanese effects in tinsel. Prices, 60c to \$7 a yard.

Newest Self-Striped Taffeta and Charmeuse Afternoon Dresses for Women at \$25.00.—Six models, reproductions of late French models, embodying the very newest Redingote, Princess and waist-line effects. Pointed or circular tunics on



NEW DECORATIVE BRANCH

No. 708. Natural Prepared Fireproof Poplar Branch.
These branches with their beautiful scalloped leaves are entirely new
and can be had in colors, as green, red or tan. Branches average spread
3 feet, 36 inches long. Per 10, \$3.60. Per 100, \$35.00

MR. DECORATOR

Do You Want a Surprise?

We have some new stunts in our Xmas catalogue, just from press, that will make your Xmas trim the real thing, also staple goods as Holly, Branches, Wreaths, Garlands, Vines, etc.

Natural Preserved Oak or Beech Branches,
select stock, 3 to 4 ft. long; colors red,
green or tan; per 100.....\$5.50

Maiden Hair Ferns, large size, all colors;
per 100\$5.50

Oak Vine, Fall color, 9 leaves to yard of
muslin; gross.....\$7.80

Maple Vine, Fall color, 9 leaves to yard of
muslin; gross.....\$7.80

Grape Vine, Fall color, 9 leaves to yard of
muslin; gross.....\$7.20

Oak or Beech Roping, Natural Preserved.

Be Sure to Send for this New Catalogue

J. HARTWIG CO.

26-28-30-32 Pellington Pl., Brooklyn, N. Y.
Showroom, 24-26 W. 30th St., N. Y.

For Your Holiday Decorations

The next Holiday season is not a great way off and as a consequence many display men and merchants are already anticipating their wants in our line



Leistner's Prepared Natural Beech

Leistner's Beech and Oak Sprays

These sprays and leaves are grown in this country and especially prepared and fireproofed. They have all of the lustre and rich colorings imparted by nature. The leaves are soft and pliable and will not drop off.

We have them in all of nature's beautiful rich colorings, including cherry red, golden brown, tan and green.

Japanese Wood Fibre Roping Wreaths

The New Decoration for the Store
Show Window and Home



The Roping is made of imported wood fibre fastened together in a long strand and can be used in hundreds of attractive ways. Colors, red and green.

*Write to us for prices, giving
name of your jobber, please*

OSCAR LEISTNER
319-321 W. Randolph Street, Chicago

skirts that are very wide. Georgette crepe sleeves. Silk-trimmed body, some fur-trimmed. Navy, black, brown, Russian green, field mouse or taupe. Sizes 34 to 44.

Important New Style Features in Autumn Clothing for Men.—They have been designed especially for young men, but older men who are young in spirit will surely be won by the distinct "snap" of their graceful lines. They are cleverly designed, and tailored to give the full chested, narrow waist effect; coats are one, two or three button; with several smart variations in waistcoats. And in colorings—there's a decided tendency towards the lighter tones, with Glen Urquharts and Tartans still the favorites. The prices—\$18.00 to \$35.00. Other autumn Suits starting at \$15.00.

A Clearance of Boys' Wool Suits at Half!—One hundred and fifty suits in this clearance. To say that the bargains are remarkable is to put it mildly—Half Prices for good suits for boys happens about as often as a blue moon. We have said "good" suits, and the adjective covers a multitude of virtues. The materials are as hard as turnips, and all wool—splendid worsteds and chevrons—in weights that can be worn until long after the frost is on the pumpkin—grays, browns and black and white mixtures. Norfolk styles—with ginger and snap in them—full knickers, frequently two pair with a suit.

Little Boys' Wash Suits at New and Lower Prices.—The materials are cotton poplins, gingham, dimities, chambrays and kindergarten cloths, in middy, Oliver Twist and blouse styles. Plain colors, including tan, blue, white and gray; then, stripes and checks, and combinations such as white blouses with gray pants, and so on. Come to think of it, the styles are exceedingly attractive, really different, not to say "cute." Thoroughly washable. It will be a long time before you can buy them again at these prices—ages 1 to 7.

Boys' and Girls' Stockings, 3 Pairs, 69c.—Ribbed Hose made of heavy black cotton with triple linen knee, or of black mercerized lisle. Either kind gives splendid wear. Sizes 6½ to 10. We know of no better school stockings. The price is an emphatic appeal to economical parents of children who wear out many pairs of stockings during the year. *Mail orders will be filled.* Many other kinds of stockings, of course, for boys and girls of all ages.

Just a Word of Men's Fall Suits.—Upon the foundation of Loeser built-in shape tailoring has been created a new and more admirable edifice of style. Youthful—graceful—suited to every man of every age. No Suits to compare with these have been shown before we think. There is about them the indefinable distinction which every man instantly recognizes but which baffles description. And the prices remain at the old comfortable levels characteristic of Loeser's—\$15 to \$35. Whether you want your Fall Suit now or later you will find an inspection of these new Clothes a genuine pleasure. Fabrics and patterns are here in wide enough variety to satisfy any taste; sizes are complete; the usual specialized services to men of stout build and to young men extended.

Boys' Suits at Half.—From their heedless treatment of clothes one might think that boys do not care how they look, but it is a matter of fact that they are acutely sensitive about them. To get boys' suits combining gay and sprightly style with stamina of material and tailoring capable of withstanding the mill and grind of boy-service, was the problem which we worked out to a successful conclusion. Some of these suits are now selling at reduced prices—at half, to be accurate.

Boys' School Suits Reduced.—It's the best of good luck, such suits at such savings right in the nick of time! *Such suits!* Woolens that will successfully withstand robust boy service—any number of colors, neat stripes and handsome mixtures. Norfolk jackets and full knickers, brimming with that quality which is known in the vernacular of boydom as "pep"—*Such savings!*—Half prices!

Linen Napkins of the Kind That Made This Linen Store.—Four hundred dozen, or thereabouts in four distinct groupings, all bought beforehand, and marked at less than their market value today, some, in fact, at the low prices of two years ago. All are of the sterling, tried and true quality, and quality never meant as much in linens as it does just now.

It Is the Sheer Beauty of the New Imported Cretonnes and Printed Linens that causes so many women to tell their friends by no means miss the new display of imported things now made in the Upholstery Store. Many people find

fine upholsteries from abroad troublesome to get—but we have as many as ever before and *no higher in price.* In the new domestic goods, too, the artistry of the patterns and the purity and depth of the colors used are notable. Domestic cretonnes are 20c to 75c a yard. Imported cretonnes and linens are \$1.25 a yard.

Mussed Tablecloths and Napkins Reduced.—Mussed means that they were handled and slightly soiled in the general handling of the stocks. One wash will make them good as new. But the prices have been very much reduced. The cloths and napkins are not matches—all different sizes and grades, the cloths ranging from 2x2 yards to 2½x4 yards at \$2.35 up to \$10 each. Napkins from \$3.50 to \$9 a dozen in sizes 20x20 inches upward. Big choice at in-between prices. Irish, Scotch and German goods.

Autumn Exposition of Linens.—Despite the shortage in this year's linen importations, owing to the curtailment of manufacturing activities abroad—because of our cordial relations with foreign makers, and because of the large quantities bought far in advance for wholesale distribution—we can now announce this, our greatest showing of Linens, with the same standards of quality as heretofore—and the same low "before-the-war prices."

500 Men's and Women's Umbrellas at \$1.95. All are 8-ribbed, not 7-ribbed as is so often the case where the price is under \$3.00. Twilled or taffeta silk, or strong, durable silk-and-cotton mixture. Black, except a few of the women's umbrellas, which are blue, green or red. Handles in more than 50 styles are plain or carved, mission or ebonized. Many are richly sterling silver mounted, of a style and quality very seldom seen on umbrellas at less than \$3.50 to \$5.00.

Special Sale of Sample Umbrellas, Unusually Good Values at \$2.98.—The entire sample line of a well-known maker of fine Umbrellas for men and women, about 500 in all, almost equally distributed. They have stout eight-rib paragon frames, are full sized, and have covers of yarn dye and fine taffeta silk. Some of the women's styles are in colors. Plain and fancy handles, including some of horn, bakelite and sterling silver trimmed. A few gunmetal wrist rings are included. None will be sent C. O. D. No mail or telephone orders will be filled.

Save 25 Per Cent on Any Oriental Rug.—This is the most remarkable Sale of Oriental Rugs we have ever had. Every Rug in our entire superb collection is included. Choose any Rug, large or small, from \$12.50 to \$985.00, and pay just 25 per cent less than the price marked on the ticket. *And please remember that our prices are fair, fixed, moderate prices, and not marked high to permit of special discounts, as in so many other Rug stores.*



Plate No. 9298—An Interior Decoration by Tom Allan for Phelps-Dodge Merc. Co., Douglas, Ariz.

Here is shown an unusual Christmas decoration, which requires but little description. Considerable variety of flowers and foliage in bright colors helped to liven up this arrangement, which proved a very pleasing one.



**DISPLAY MANAGER
ADVERTISING
INSTRUCTOR**
H. J. RUTHERFORD,
President

Author of merchants' window trimming service and "Successful Retail Advertising." Fourteen years' practical experience in display management. Five years' retail experience as buyer, sales manager and general advertising counsel for

department stores. President of International Association of Display Men, 1908. Advertising department, John V. Farwell Co., Chicago, 1909-1910. Manager and instructor of Mercantile Training, 1911-1915.



**SHOW-CARD WRITING
INSTRUCTOR**
G. WALLACE HESS,
Secretary

Show-card display manager for Schlesinger & Mayer one and one-half years. Display manager of show-card writing H. G. Selfridge Co., one year. In charge of Mandel Bros. show-card department seven years. Show-card writing instructor, Training School, 1910.

1911 to 1915 in charge of Engrossing and Diploma departments of B. C. Kassel. Author of "Hess Portfolio of Pen Alphabets." Pioneer introducer of novelties and tools for card-writers.



O. BUEHRMANN
**Retail Sales Instructor and
Business Counselor
Chicago Display Managers
School.**

Proprietor and sales manager of retail stores for twenty years; instructor of the art of retail selling to the sales forces of Carson, Pirie, Scott & Co., The Hub, Chicago; introducer of mercantile selling efficiency course of instruction in the public schools at Los Angeles, Cal.



D. A. POLAY
**Chief Instructor for Men's
Display.**

Eighteen years' practical experience as display manager and designer of show window displays and fixtures for men's wear with the following firms in Chicago: Beachey & Lawlor, Foreman Clothes Shop, Browning, King & Co., Burns & Grassie, Capper & Capper, The Hub, Stern

Clothing Co., The Polay Fixture Co., Continental. President of D. A.



S. R. WEISS
**Instructor and
demonstrator of
department
store display.
Display manager
of merchants' service.**

Eleven years display manager for the BOSTON STORE. Associated with the Display Dept. of THE FAIR.

Chicago Display Managers School

304-306 Jackson Boulevard, Chicago

An Institution for Mercantile Training

aims to combine all mediums and methods used in retail selling as practical instruction to give the best.

FOR YOU MR. MERCHANT

we have

A live up-to-date advertising service that will contain local color and your own individuality which is the best.

Chicago Display Managers School
is pleased to announce

Mr. Le Roy A. Brady



as a new associate for the instruction and service departments. As advertising counsel and in charge of general publicity for the school, Mr. Brady will offer a personal advertising service for retail stores that will bring **RESULTS**, that is, just what merchants expect from their advertising.

In this service Mr. Brady has concentrated many years of successful experience, as advertising counsel for a chain of fifty-two corporation stores throughout the North West, and his recent experience as advertising manager for one of the largest department stores in the state of Wisconsin, outside of Milwaukee; these years of close contact with the real advertising needs of retail stores in the smaller cities, now is at the disposal of merchants and advertising men in this service.

Mr. Brady says: "Give me your confidence and write me a line or two about local conditions in your town, and I can give you the kind of advertising that will bring you results to increase your sales. A personal letter on your store stationery about store problems, will give me the opportunity to reply, and I will show you how I can handle your store publicity in a way to **MAKE IT PAY FOR YOU**."

Write to Mr. Brady for information about retail merchandising generally or for anything in the line of cuts and how to improve your advertising

Use C. D. M. S. Training to Attain Success

The Successful sale of **MERCHANDISE** is the main idea back of all instruction of this school. Our courses for Window Trimming, Advertising, Show Card Writing, Salesmanship are a means to that end. You can use one or more of these courses, according to your needs.

Write to our instructors personally for advice on the special work they teach, or address

**CHICAGO DISPLAY
MANAGERS SCHOOL**

Or Telephone Wabash 4849



PRESIDENT, A. J. EDGELL, 29 W. 39th Street, New York.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT

E. D. PIERCE
Rochester, N. Y.

2d VICE-PRESIDENT

L. A. ROGERS
Dallas, Tex.

3d VICE-PRESIDENT

HARRY HOILE
Birmingham, Ala.

TREASURER

ED. O'MALLEY
Kankakee, Ill.

CHM. PROGRAM COMMITTEE

GEO. H. LAMBERTON :: Chicago

CHM. EXECUTIVE COMMITTEE

B. J. MILLWARD
St. Paul, Minn.

CHM. MEMBERSHIP COMMITTEE

J. E. HANCOCK
Charleston, W. Va.

CHM. PUBLICITY COMMITTEE

D. B. BUGG
New York

CHM. EDUCATIONAL COMMITTEE

A. E. HURST
New York

International Association of Display Men

A Message From the President

NOW that the rush of opening week is about over, let's take an inventory and see where we stand. The past few years have given us a marvelous growth in membership and prestige, thanks to the splendid co-operative spirit awakened during Past-President Potter's administration.

The considerable amount of publicity in trade journals and the newspaper stories of what the local clubs are doing have brought displays and display men into the limelight.

If we continue to go forward with united front, it will only be a short time until displays receive recognition as the *most* important advertising factor available to anyone who has something to sell.

Each member of the I. A. D. M. is probably a display man because he loves the game, and in spite of its trials and worries, would start in the same line of work if he had it to do over. By boosting for the I. A. D. M. he is helping every man engaged in display work—but he is also helping to better his own condition in life.

Without the many years of I. A. D. M. effort and the attendant display publicity, we would still be making displays with wooden boxes and cheesecloth (if we could put a requisition for the latter across on the buyer), instead of having the present equipment and a display allowance, small though it is.

One handicap under which we have labored is the eleven months' indifference of many members. During one month (that composed of the weeks just before, during and just after the convention) these men realize the importance of co-operation.

Shortly after the convention their enthusiasm vanishes and we hear not even a "peep" from them until the next convention.

During the coming year we officers hope to have the active support of these men in our efforts for the organization. Every member can enlist the support of at least one other display man—we're all salesmen, surely we can "sell" membership to the men we meet

in our home towns week after week, and after we "sell" it to one, we'll "sell" it to others, and the first thing we know we have enough for a local. Then we can get into the newspapers and make our employers realize that we, too, as well as the merchants' association, ad club, chamber of commerce, and other such organizations, are interested in boosting for better business.

Right now some of our live-wire members are busy getting locals under way. Vice-President Rogers has Kansas City bubbling over with enthusiasm; Committeeman Courtemanche has Scranton, Pa., in shape. Messrs. Lamothe and Butement are busy with plans to combine the display men of Springfield and Holyoke, Mass., in one local. How about *your* city? *Of course* you can form one. Drop me a line and I'll tell you how the others go about it.

A move that should greatly aid our progress is the formation of the *Committee of One Hundred*. With men like Mr. E. J. Berg of Omaha in charge of the United States and Mr. J. A. McNabb in Canada, this committee will surely accomplish a great deal.

The members will be selected, 75 from the United States and 25 from Canada. The work of this Booster Committee will be the rounding up of prospective members, forming of locals, planting of publicity, and stimulating interest in the big Chicago convention.

Yours for progress,

A. J. EDGELL, President.

P. S.—The display's the thing.

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What One Noted Man Says

HON. GEORGE McANENY, president of the Board of Aldermen of New York City, who as acting mayor of New York addressed the recent convention, says in a letter to President Edgell: "It was a real pleasure for me to speak to the members of your association, the importance of whose work, not only to themselves, but to the cities in which they live, *the public is beginning to appreciate.*"

Seasonable Floral Decorations

NO. 6071
HANGING
BASKET
36 inches long.
Hand woven, of
willow. Filled
with fern and
Wisteria blossoms
and Ivy Vines.
Complete as
shown. \$5.50.



To make your store attractive—to put your visitors in a pleasant buying mood—you should use seasonable floral decorations.

Fall is here—Winter will soon throw its icy but invigorating spell over us. Better plan now to make your windows cheery and your store interior invitingly pleasant. A little money and careful selection of artificial floral decorations will add life to your windows, a pleasant effect in your store, and make your goods more attractive.

Mail This Coupon Today

It will bring a catalog for You who know the sales value of seasonable decorations

From its pages of leaf and flower sprays and vines, its art fixtures, palms and foliages, vases and baskets, you can select just the materials to make your windows a point of interest to every passer-by. Every item is illustrated, described and priced net.

Every Prize Winning Mercantile Window at the N. Y. Convention used Artificial Flowers or Foliage

Such is the authoritative approval of artificial floral decorations. Your goods will receive more thorough consideration if their surroundings are made more attractive by seasonable decorations. Write for the catalog today. It does not oblige you. We leave the purchase of decorations to your own good judgment.

A. L. RANDALL CO.

Only Decoration Supply House in Loop

Wabash Ave. at Lake St.

Phone Central 7720

CHICAGO

Kindly send 'Decorations for the Display Man.'

Name

Firm

Town

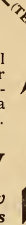
State

Kind of Store

To A. L. RANDALL CO.
Wabash at Lake St.
CHICAGO

MRSW-9-15

"Show me a successful store and I show you its attractive windows and pleasant interior decorations." K.



Kindlimann Show Forms



No. 51-16/103

Waist Form with Arms

This form is finished with the most beautiful flesh colored guaranteed enamel, covering the entire bust, neck and arms. The rest of the form is covered with a washable white linen.



The arms are movable and detachable and may be used in full or half lengths, affording an opportunity to display a short or long sleeve garment on the same form. The illustration shows how simple it is to dissect the arm and how quickly it can be put together.

SEND FOR OUR NEW LOOSE-LEAF BOOKLET

The J. Kindlimann Form Co., 419-421 BROOME STREET **New York**

The following is the annual report of the Secretary, read before the Eighteenth Annual Convention at New York, August 4, 1915:

Receipts.				G. H. Lamberton				
Month	Memb.	Memb.	Charter	Per capita	Adver-	Program	All other	Total
1914.	Fees	Dues	Fees	tax	tising	Com.	sources	
Aug.	\$159.00	\$450.00	\$ 42.50	\$167.21	\$449.92	\$ 77.25	\$1,345.38
Sept.	13.50	\$ 10.00	9.00	90.22	122.72
Oct.	10.50	4.00	14.50
Nov.	9.00	3.00	12.00
Dec.	18.00	40.00	58.00
1915.								
Jan.	6.00	9.00	5.50	27.00	47.50
Feb.	3.00	9.00	11.00	7.00	21.00
Mar.	3.00	10.00	22.00	7.00	42.00
Apr.	6.00	9.00	20.00	21.00	56.00
May	18.00	9.00	12.00	39.00
June	9.00	4.50	10.00	67.76	91.26
July	23.50	37.00	176.05	7.00	243.55
	\$227.50	\$569.50	\$ 50.00	373.81	\$345.43	\$449.92	\$ 77.25	\$2,092.91
Remittance to Treasurer.								
1914.	Orders drawn on Treasurer.							
Aug.	\$1,015.91	Aug.	\$ 808.78	On hand August 1st.....				
Sept.	78.27	Sept.	221.41	Receipts for year.....				
Oct.	107.91	Oct.	222.41	Total				
Nov.	77.00	Nov.	81.62					
Dec.	83.51	Dec.	196.86	Expense for year.....				
Jan.	77.00	Jan.	82.49	On hand with the Treasurer August 1st.....				
Feb.	77.32	Feb.	80.56	Balance in hands of Edu. Com.....				
Mar.	79.00	Mar.	79.00	Total				
Apr.	90.02	Apr.	149.01					
May	72.16	May	86.36					
June	91.26	June	94.49					
July	243.55	July	120.25					
Total	\$2,092.91	Total	\$2,223.24					

Members enrolled July 31, 1914.....738
 Members under suspension (at large).....161
 Members under suspension (in locals).....444
 Resigned 7
 Members accepted for year (at large)..... 86
 Members accepted for year (through locals)..... 88
 New clubs admitted during year..... 5

This report is respectfully submitted.

P. W. HUNSICKER, Secretary.

Five Dollars for a Design

THE International Association of Display Men, at the last annual convention, voted to have the members furnish a suitable design for the association's use on letterheads, membership cards, lapel buttons, fobs, badges, etc. The rules for the contest are as follows:

Only members of the association in good standing to compete.

The drawing shall be five inches in size, at the greatest width or height.

Design may be round, oval, square, triangular, irregular, or any shape suitable for the design.

The letters "I. A. D. M." to appear; may be in the form of a monogram or ornamental letters.

Submit your drawing on plan paper, to the secretary on or before January 1, 1916, who will forward same to the Executive Committee for selection.

Now, boys, get busy. Get your "think tanks" to work and draw out your idea for a suitable design for our association.

Every organization has some kind of an emblem to represent the society. Governments have their special seals; states have their seals, and so on. But the I. A. D. M. has nothing at present. Under the old name, the association has used several designs and monograms. But we now wish to adopt some suitable design peculiar to our organization. What shall it be? Got an idea? Put it on paper and send it in. It is an honor to furnish the idea for the design, but

Palmenberg

New York

A CATALOGUE OF UNUSUAL COMPLETENESS AND GENERAL EXCELLENCE IS THE NEW PALMENBERG CATALOGUE NOW IN COURSE OF PRINTING. A COPY IS YOURS FOR THE ASKING, PROVIDED WE RECEIVE YOUR NAME AND ADDRESS IN GOOD SEASON.

J. R. PALMENBERG'S SONS

63 AND 65 WEST 36TH STREET

NEW YORK



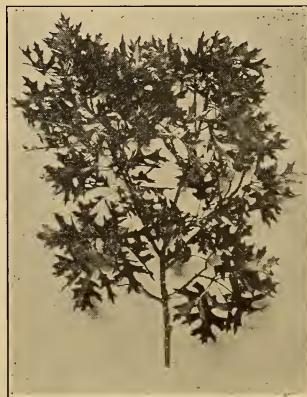
RUMBLEY'S

PRICES ON

*Natural
and
Preserved
Foliage*

Special discounts on large orders

All goods F. O. B.
Evergreen, by Express low rates apply



For your fall opening window displays, holiday decorations, etc. use Rumbley's decorative evergreens

NATURAL EVERGREENS

Wild Smilax, case of 50 lbs.	\$3.00
Wild Smilax, case of 25 lbs.	1.50
Magnolia Foliage, case of 60 lbs.	3.00
Needle Pines, per dozen	1.50
Needle Pines, per one hundred	10.00
Palm Crowns, per dozen	1.50
Palm Leaves, per one hundred	2.00
Spanish Grey Moss, 20 lb. bag	2.00

PRESERVED FOLIAGE

American Oak Sprays. Red, green and brown. 30 to 48 inches, per one hundred	\$8.00
Hand Made Preserved Oak Roping. Red, green and brown. In strings of five yards. Good quality. Per yard	.15
Triple Leaf Flat Magnolia Wreath in Colors Green and Brown. 48 inches in size, each	.50
48 inches in size, dozen	4.50

Full Illustrated price list on Natural and Preserved Evergreens sent free for the asking.

Holly in season November 15th

THE RUMBLEY CO., - - Evergreen, Ala.

the association will present to the successful designer five dollars extra. Sounds good, doesn't it? Well, it is the design we want now, so get busy right away. You may send in several designs if you like. Remember you are not limited to one idea, and neither will the judging be done on the accuracy of the drawing—remember it is a suitable design we want. Furnish the idea, that is what counts.

Contest closes January 1, 1916. Plenty of time, but do not wait until it is too late. Get busy now.

P. W. HUNSICKER, Secretary.

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Treasurer's Report

1914.

Aug., received from Secretary Hunsicker.....	\$1402.82
Oct., received from Secretary Hunsicker.....	186.18
Nov., received from Secretary Hunsicker.....	77.00
Dec., received from Secretary Hunsicker.....	83.51
Jan., received from Ex-treasurer Grannel.....	114.36
Jan., received from Secretary Hunsicker.....	77.00
Mar., received from Secretary Hunsicker.....	156.32
May, received from Secretary Hunsicker.....	162.18
June, received from Secretary Hunsicker.....	91.26
July, received from Secretary Hunsicker.....	243.55

Total\$2,594.18

Paid out on Vouchers.

Aug., Nos. 94, 95, 96, 97, 98.....	\$ 139.66
Aug., Nos. 99, 100, 101, 102, 103, 104, 105, 106, 107, 108, 109, 110, 114.....	808.78
Sept., Nos. 111, 112, 113, 115.....	122.79
Oct., Nos. 116, 117, 118, 119, 121, 122.....	300.03
Nov., Nos. 120, 123, 127.....	102.62
Dec., Nos. 124, 125, 126.....	196.86
Jan., Nos. 128, 129, 130.....	82.49
Feb., Nos. 131, 132.....	80.56
Apr., Nos. 133, 134, 135, 136, 137, 138.....	228.01
May, Nos. 139.....	86.36
June, Nos. 140, 141, 142.....	94.49
July, Nos. 143, 144, 145, 146.....	120.25

\$2,362.90

Balance in the treasury July 31st, 1915, which is
herewith submitted with this report.....\$ 231.28

Respectfully submitted,

GEO. W. HUBBARD, Treasurer.

§ §

Membership Committee

There were 53 applications presented at the last annual convention for membership which were duly passed by this committee and accepted by the association. Since the convention we have received and reported favorable on 23 applications for membership at large, and 5 local associations with a total membership of 88 members.

The following are the local associations passed by this committee:

The Tri-City Association of Davenport, Iowa, Rock Island and Moline, Ill.

Richmond Association of Richmond, Va.

Middletown Association of Middletown, N. Y.

Display Men's Association of Montgomery, Ala.

Twin Ports Association of Duluth, Minn., and Superior, Wis.

J. E. Hancock, Chairman; J. H. Hobelman, W. J. Wright, Committee.

Educational Committee

This committee has sent out the following educational material:

Stereopticon lecture on Christmas Displays, furnished by Mr. E. D. Pierce.

Stereopticon lecture on Prize Winning Windows, 1913.

Stereopticon lecture on Prize Winning Windows, 1914.

Photographs and lecture on Prize Winning Windows, 1914.

Prize Winning Show Cards, 1914.

Background float and post trim sketches entered in 1914 contest.

Photographs of Women's Ready to Wear Millinery.

Stereopticon slide lecture on the Development of Electric Lighting.

Photographs of Interior and Exterior Decorations and Decorated Autos and Floats.

Pen Lettered Cards.

Brush Lettered Cards.

Miscellaneous Cards.

Furniture and Housefurnishings.

Photographs of Draping.

Slide Lecture on Draping.

Two Stereopticon Lectures on Electric Signs.

Slide Lecture on Miscellaneous Windows.

Two Slide Lectures on Store and Interior Lighting.

Lecture on Photographing Windows.

Service Lecture.

Electric Cash Systems.

Electric Elevators.

Electric Delivery Service.

New lantern and repairing old slides.....\$43.85

Eight boxes for shipping slides..... 7.20

Freight and cartage of box from Chicago containing material entered in 1914 contest..... 2.88

Telegrams, parcels post, express, postage..... 7.50

\$61.43

Cash on hand.....\$38.57

§ §

Auditors' Report

New York, N. Y., Aug. 4, 1915.

To the Officers and Members of the I. A. D. M.:

We, your committee appointed to audit the reports and books of the Secretary and Treasurer, beg to report that we have carefully audited these books and reports and find them true and correct, and the money representing the balance in the treasury accompanying the report.

Respectfully submitted,

J. M. WARD YOST,

HARVEY M. SHAAR,

Committee.

§ §

Committee of One Hundred

THE names of the Committee of One Hundred, of which E. J. Berg, of the Burgess-Nash Company, Omaha, Neb., is chairman for the United States division of seventy-five, and J. A. McNabb (president Canadian Association of Display Men) chairman of the Canadian division of twenty-five, will be announced in our next issue.

§ §

THE Entertainment Committee for the next convention will consist of the following: Fred S. Pratt, Joliet, Ill.; W. H. Hinks, Minneapolis, Minn.; G. W. Hubbard, Battle Creek, Mich.; Mrs. Orville Simpson, Chicago; Mrs. George H. Lamberton, Chicago.



For Your Christmas Displays the best is at your command

Daily's Scenic Paintings and Cards for Xmas are so Artistic that they are bound to compel attention of holiday shoppers. There is nothing that will so nearly SELL your merchandise, before the shopper enters the store, as an attractive window. Our service and quality cannot be equaled.

Let me send you my NEW XMAS FOLDER NOW, it is none to early. Don't delay till you forget it—drop me a postal today.

BERT L. DAILY — Dept. E-10 — DAYTON, OHIO

My "Perfect Stroke" Brushes and Supplies have gained first place with Card Writers everywhere so why shouldn't you use them? Write for No. 3 Catalog today.

Great Western Wax Figures



THE most important display fixture used in your window displays is the wax figure. It is the fixture that must be depended upon to show off the costliest and most fashionable gowns by which the store is to be judged.

Great Western Wax Figures

are always right. The faces are the faces of real living people. They are the kind of faces you are glad to see for the first time and you like them better every time you see them.

This picture is one of twelve recently sold to The Emporium, St. Paul, Minn.

We are agents for Gustave Schmidt, designer and sculptor in wax.

Write to us for full particulars

Great Western Fixture Works

616 Medinah Bldg.
CHICAGO

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

Here Is an Air Brush

that is making good everywhere, merely because it is scientifically designed and constructed to do all the work called upon.

The Practical Air Brush

is endorsed by display men and card writers, including that well-known International Authority, Mr. George Wallace Hess. Possibly you saw in this space last month what Mr. L. O. Butcher, the air brush expert, had to say of the "Practical Air Brush." This is what Chicago's most prominent show card artist has to say:

September 7, 1915
"Having personally tried the 'Practical Air Brush,' I find that it answers all the requirements of the average show-card writer.

The price commends it, and it should prove a good seller. CHICAGO SHOW CARD WORKS, S. Lewkowicz, Prop."

Send today for folder and full particulars.

For the present the price of the **PRACTICAL AIR BRUSH** is only..... **\$7.00**
ECONOMY MANUFACTURING CO.

Ask us about the **Practical Air Sprayer** for spraying dyes, lacquers, varnishes, paints, enamels, etc.



Patent
Applied
For

Note Simplicity of the
Air Throat e

4755 London Avenue, CHICAGO

Thanksgiving Announcements

THANKSGIVING being a legal holiday throughout the country, most stores close up all day and few carry any advertising in the newspapers. In Philadelphia it has grown to be a custom for the big stores to issue some sort of proclamation appropriate to the day. The following are two announcements that appeared last November:

THANKSGIVING

Again the President and the Governor, following a time-honored custom, proclaim a day for Thanksgiving, and call upon us to pause for this day to contemplate the bounties of Nature and the fruits of labor; to give thanks for the blessings that have been bestowed upon this great nation.

No civilized people can be so far distant as to escape the shadow of the awful strife now engaging the nations beyond the seas. Though powerless to check, impotent to allay the unspeakable waste and destruction, this nation can and does nobly give of its substance to alleviate the suffering of thousands of innocent victims.

Yet our homes are here; nor can it be the part of selfishness to give expression to our thankfulness that this land and its people are the earth's richest to-day in the blessings of—

PEACE, PLENTY, PROSPERITY

It is for us in America to be up and doing; to work, work, work; to do for ourselves many things which other nations have done for us in the past, and to do for other nations more than we have done in the past. And if there be those among us who have lacked a deserved share in the general plenty—who have suffered from the transitory disturbance, let them take heart, for the wisest of the nation see boundless opportunity and country-wide progress just ahead—PROSPERITY WITHOUT PRECEDENT.

STORE CLOSED ALL DAY TO-DAY

—To open to-morrow morning with everything in readiness for the year's greatest activity—THE CHRISTMAS SEASON. The Store is brighter than ever before—better equipped to serve you than ever before.

STRAWBRIDGE & CLOTHIER

A NEW THANKSGIVING DAY

Its gate softly moves back to let us into the shelter of the old home and the music of voices that we always loved best, and to sit in the candle-light around the table where mother always sat at the head. To many of us, whatever changes may have come with the years, that end of the table will ever be mother's place.

Let the day not become a dumb, silent day, nor a day to trade pains, symptoms, disappointments and distresses with neighbors and relatives.

It should be like unto an eagle upon whose wings to mount to the upper, clearer skies of rest and praise.

Maybe you can find some little child before the day is over, to put her arms around your neck.

✕ ✕

THE Merchants' Association of Washington, D. C., had a big fall opening and fashion show that started September 27. At nine o'clock on the morning of that day, 10,000 balloons were sent up and to each was attached a credit tag good for amounts from a dollar up on any purchase made during the week at the store the name of which appeared on the card. A big window display contest was another feature of the occasion.

Retail Clothiers Elect

THE following officers were elected at the closing session of the National Retail Clothiers' Association first annual convention at the Hotel Sherman, Chicago, last month:

President—Meyer S. May, Grand Rapids, Mich.

First Vice President—Herman Ritter, Youngstown, Ohio.

Second Vice President—J. L. Lynch, Minneapolis, Minn.

Treasurer—William A. Bodenhausen, St. Louis, Mo.

Secretary—Charles E. Wry, Des Moines, Iowa.

✕ ✕

Clearing Skies

REPORTS on commercial conditions gathered by various agencies from all parts of the country show steady improvement. The business men of the United States have adjusted themselves to the situation created by the war in Europe and they are going ahead with increasing confidence. The skies are clearing.

✕ ✕

IN MOST STORES the show card writer makes cards only on a written order that is filled in on a printed blank and signed by someone in authority. It might be a good scheme if some such plan were applied to show window displays. Then the display man could tell in advance what is expected of him.

✕ ✕

SOME time ago we mentioned in these columns the advent of a new parasite in the merchandising field in the form of a company issuing "Travel Coupons" on the same general plan as trading stamps. This menace, however, proved to be less serious than it might have been had it lasted longer. The company went into bankruptcy before it had got a good start.

✕ ✕


THE MERCHANT who refuses to advertise adequately and who will not allow his display man enough to make his windows look respectable is the one from whom we hear the greatest complaint as to mail order competition. With good goods, fair prices, intelligent advertising and proper show window display, no local merchant need worry about the competition of catalog houses.

✕ ✕

MERCHANTS on the Northwest side of Chicago held a Booster Week during which one per cent of all sales was contributed to charity. Some twenty charitable organizations representing all nationalities were included in the list of beneficiaries. The decorations consisted of pumpkins and pumpkin vines. The slogan was "Push the Pumpkin" and the symbol of a big yellow pumpkin appeared on advertisements, wrapping paper, posters, banners, etc.

LEARN TO
PAINT
SIGNS
and SHOW
CARDS

THERE'S MONEY IN IT



Learn the best way—by correspondence in your spare time—become proficient and get more salary—course is easy, practical and quickly mastered—many salesmen and owners take course to be able to do store and window cards. Successfully taught for 16 years—each student gets personal and individual instructions. Advances as fast as he pleases—no weary hours of hard study.

**Saves Dollars for Merchant
 Makes Bigger Salary for Employee**

Get started—don't stay in the rut—make your store the best looker in town. You know the value of good price, store and window cards—they sell the goods—you can begin making cards after first lesson—several different courses—one to meet your needs—at least investigate—write for information, prices, etc.

DETROIT SCHOOL OF LETTERING
 Chas. J. Strong, Founder Detroit, Mich.

Paying \$1 for 75c
 worth of fixtures. Some are doing it.

Are You?
 Better get our catalog and find out. It's free.



No. 10
 15 inches high **70c**
 27 inches high **\$1.25**



No. 22
\$22.00



No. 55
 Perfect Enamel **\$5.25**
 Without Arms **3.75**

B. Brager & Sons
 49 Crosbe St. One block east of Broadway Between Broome and Spring Sts. New York



No. 327. Oak Vine, in autumn colors. Doz. \$1.20; Gross \$12.00



No. 325. Grape Vine, a beautiful large leaf finely veined. Doz. \$1.00; Gross \$10.00



No. 326. Maple Vine, in autumn colors. Doz. \$1.20; Gross \$12.00



No. 323. Grape Vine, in autumn shades. Doz. \$0.70; Gross \$7.00



No. 632
OAK LEAF SPRAY
 Per dozen.....\$0.60
 Per gross.....\$6.00



MAPLE SPRAY
No. 633. In autumn shades
 Per dozen.....\$0.60
 Per gross.....\$6.00

BAUMANN'S FACTORY TO YOUR STORE
XMAS DECORATIONS

Write for our Xmas Catalogue illustrated in colors

L. BAUMANN & CO.
 Leading Importers and Manufacturers
 357-395 W. Chicago Avenue, CHICAGO

For Our Advertisers

A Practical Air Brush

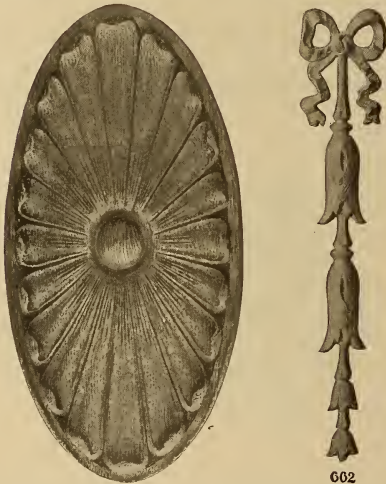
Both the show card writer and the display man can find so many uses for an air brush that every man engaged in either of these lines should have one of these almost indispensable instruments. In times past there were some whose limited expense accounts would not permit of the purchase of an air brush. However there has been recently placed on the market an efficient air brush that is within the reach of all. This is the Practical Air Brush, manufactured by the Economy Manufacturing Co., 4755 London Ave., Chicago.

The Practical is a well made and easily manipulated instrument that, for all ordinary purposes of the display man or card writer, will accomplish everything that is required of an air brush. It is simple in construction and so substantially made that it is not likely to get out of order and will last for many years with reasonable care. The price of this useful tool is only \$7.00. A large sprayer that will be found very useful is made by this company to sell for \$5.00.

§ §

Good Ornaments

Lignine (Wood) Carvings are becoming more and more popular with display men. They are so attractive and can be used in so many ways that they will add to the appearance of nearly any window setting. In addition, these carvings are quite inexpensive and so durable that they will last



602

indefinitely and can be used over and over again. They can be applied easily by means of brads and can be finished to represent natural hard wood of several varieties or in any other way to suit the fancy of the display man. Lignine (Wood) Carvings are made by the Ornamental Wood Products Co., of Detroit, Mich., who issue a catalog that will interest every display man.

§ §

Holiday Decorations

Display men generally have learned to look forward each season to the time when Schack's Flower Books are issued. These books always contain so many valuable ideas that thousands of display men depend upon them for suggestions for their windows.

The Schack Christmas Flower Book is now ready for distribution and will prove a welcome assistance to all who receive it. This season's book is the best that has

been issued up to the present time. It contains a great number of entirely new ideas for window and store decoration that have not been published before.

Schack's Christmas Flower Book for 1915 will be sent to any one who will address a request to the Schack Artistic Flower Co., 1739-41 Milwaukee Ave., Chicago.

§ §

Retail Advertising Service

The Chicago Display Managers School has made a new connection to supply personal advertising service to retail merchants. This service will be under the direction of Mr. LeRoy A. Brady, who also will have charge of general publicity for the school. Mr. Brady says in reference to his advertising service for retail merchants: "I will supply something new in which I will inject a vein of real local color and the individuality of my clients."

"As a foundation, I will use my ten years of active work in this field, first as advertising counsel for a string of fifty-two corporation stores in the Northwest and late as advertising manager for one of the biggest department stores in the state of Wisconsin, outside of Milwaukee."

§ §

A Christmas Flower Catalog

Unusually interesting are the new Christmas catalog and circulars just issued by L. Baumann & Co., of Chicago. The line of flowers and other decorative materials is highly artistic and many of the illustrations are reproduced in full color showing each tint and shade as it actually appears in the flower itself. Many new designs and unique decorative specialties are shown.

For years, the house of L. Baumann & Co. has been known to display men everywhere as one of the foremost concerns in this line. Many of the best windows on State street have owed much of their attractions to Baumann products and the same is true of good windows all over the country. The Baumann line for the coming season is better than ever before. Display men are urged to write for this valuable catalog.

§ §

Modern Display Devices

For years the Oscar Onken Co., of Cincinnati, Ohio, has enjoyed the reputation of being a leader in producing new and especially useful display fixtures for practically all lines of merchandise. Recently, however, they have been unusually enterprising in this line of effort and have brought out a number of devices that will appeal to every merchant or display man because of their attractiveness and general utility. Onken fixtures are always practical, well made and good looking, but some of their latest fixtures will surprise those who are not already familiar with them. A large and interesting catalog has been recently issued by this company and will be sent to any merchant or display man for the asking. The address is The Oscar Onken Co., 3727-B Fourth Ave., Cincinnati, O.

§ §

Flowers for Christmas

The new catalog of J. Hartwig Co., 26-32 Pellington Place, Brooklyn, N. Y., will prove a revelation to the display man who is not already familiar with the line of decorative goods carried by this progressive house. The new catalog shows a remarkably fine collection of flower-sprays, vines, branches, foliage and other decorative specialties, many of which are offered exclusively by this company. The Hartwig prices also will be found entirely satisfactory. Display men everywhere should send for this book before planning their holiday displays.

§ §

Fixture Business Good

Hugh Lyons & Company of Lansing, Mich., report one of the best seasons they have had for a long time. They had been expecting a good business year, and at the beginning of the season had made what they thought were adequate preparations, but the business received so far exceeded even their fondest hopes that they are now working twelve hours a day in an effort to keep up with orders. This company, during the past year or so, has been making a special drive on the show case and store furniture end of their business.

XMAS FLORAL STENCILS

Post Card size (3½ x 5½) just the thing for your

HOLIDAY CARDS

Send for circulars showing many designs of Xmas Cards and Stencils.

\$25.00 FREE. Are you in the BER-ZER Contest?

We want every Display Man to have our new circular of Decorative

WINTER and XMAS SCENICS

Showing the New Santa Poster Panels, Transparencies and beautiful winter effects. Off the press about October 15

SEND FOR CIRCULARS TODAY

BER-ZER STUDIO

Dayton, Ohio

Home of Incomparable Brushes and Supplies

Use BER-ZER BRUSHES, COLORS

and Supplies for your

XMAS CARDS

Complete line of Flitters, Metallics and Bronzes.

New Speed Ball Pens promised soon. Get the catalogue.



Carry the Suspenders that All Men Know -

KADY SUSPENDERS

—the suspenders with the best known, biggest pulling, selling feature ever developed—
—the Kady

Double Crown Roller
(Exclusive Pat.)

—the device that has made Kady Suspenders known everywhere as the one permanently free sliding non-binding, shoulder-smoothing suspender on the market.

The Forehanded Dealer
—will scale up his suspender requirements now. It is timely and wise—and profitable.

Kady Suspenders Retail at 50c and 75c.

Prices to the Dealer—\$4.00 and \$4.25 the Dozen.

Write for our Catalog and Price List on all kinds of suspenders, belts and garters for men. We are makers of Kady Narrow Garters.

The Ohio Suspender Co.
Mansfield, O.

Makers of all kinds of Suspenders, Belts and Garters

BLICK'S "MASTER-STROKE" BRUSHES

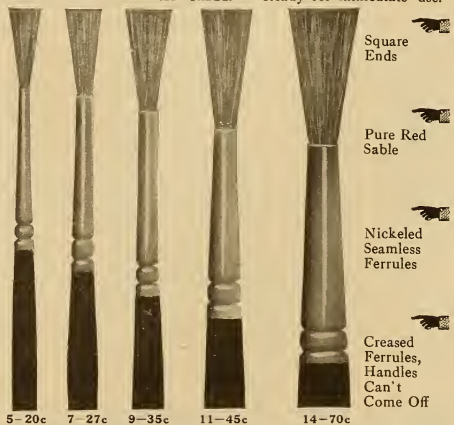


The Card Writers' "UNIVERSAL FAVORITE"

"Broke In" When Made Satisfaction or Money Back

Extra Special SET OF FIVE \$1.75 PREPAID

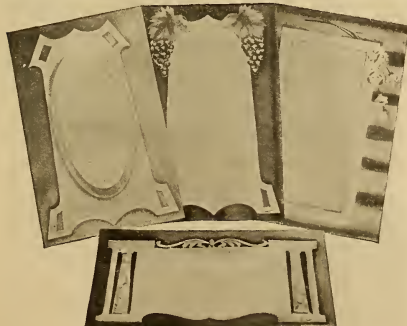
Seven-inch Polished-Black Handles. Nickeled Seamless Ferrules. GUARANTEED PURE RED SABLE. "Ready for immediate use."



The Card Writers' Supply Co.

Galesburg, Ill.

Address Desk M-O for our large catalog.



Paasche's Famous 3 in 1 Air Brushes

THE BEST OF THEM ALL for Show Cards, Signs, Window Backgrounds and General Publicity Work!

These Cards Were the Prize Winners by R. J. Rogers

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

1st prize winner at the last great I. A. D. M. convention, Mr. R. J. Rogers, Middletown, N. Y., uses Paasche Air Brushes.

1st and 2nd prize winners 1914 convention used Paasche Air Brushes.

1st prize winner 1913 used a Paasche Air Brush.

There is a reason. Our perfect brushes produce perfect results.

Use Paasche Air Brushes and be a prize winner.

PAASCHE AIR BRUSH CO., Manufacturers
5 South Clinton St. - - - CHICAGO, ILL.

Send for latest circular of complete outfits

Changes in the I. C. S.

A number of important changes have recently been made in the management of some of the courses of instruction of the International Correspondence Schools of Scranton, Pa. In the future, George Edward Macfadden is to have complete supervision of the course in Window Display and the course in Show Card Writing and both of these courses will be handled in such a manner that the student will progress much more rapidly and the instruction will be far more thorough than before.

Mr. Macfadden is a highly capable instructor. He has had many years of practical experience in the windows of some of the largest stores in America and for the last dozen years he has been teaching both by personal and correspondence instruction. Many of the foremost display men have got their start through his teaching.

In addition to his experience in window display, Mr. Macfadden is equally expert at show card work and under his direction this branch of the I. C. S. will no doubt be greatly improved.

§ §

Kansas City Organizes

THE recently organized Kansas City Association of Display Men called a meeting on September 9 in the "White Room" of the Baltimore Hotel to hear Second Vice President L. A. Rogers address, "The Eyes of the Store," which was received with close attention and much enthusiasm. An interesting talk was also given by Wm. F. Reid, a new arrival in Kansas City and now display manager for the Parisian Store. E. J. Bush of the Curtis-Leger Fixture Co., also made some pleasing remarks on "Organization," and the benefits to be derived therefrom. The officers of the Kansas City local are as follows:

President, E. W. Grey, Jones Store Co.

Vice President and Secretary, A. E. Butterworth, John Taylor, D. G. Co.

Treasurer, H. G. Stephenson, Berkson Bros.

The Entertainment Committee is made up of W. C. Chestnut, C. W. Highnole and Mr. Coy. The members of the Committee on Membership are W. J. Dornseif, G. Bowman and Mr. Danbury. M. H. Rilly has charge of Publicity. This local will soon affiliate with the International Association.

§ §

W. H. GORDON of Seattle stopped in Chicago on his way to the East. Mr. Gordon is an old Chicago boy and has worked at the card writer's bench with most of the old timers in the Windy City. He has been on the Coast for a number of years and is enthusiastic as to the work of western card writers. Mr. Gordon is one of the cleverest men in the business and is familiar with every branch of lettering from the finest engrossing to big sign work.

§ §

W. H. HINKS, display manager for John W. Thomas Co. of Minneapolis, was in Chicago looking over the State street opening windows. "Billy," as he is known to display men from coast to coast, says that the biggest mistake a display man can make is to get the idea that he knows it

all. He says that he has been studying the game for a good many years and has just begun.

§ §

WALTER E. ZEMITZSCH, display manager of the Famous & Barr Co., St. Louis, recently made one of his frequent trips to Chicago. Mr. Zemitzsch is one of the cleverest window men in the business and his displays this fall are said to have been unusually fine.

§ §

HARRY H. HEIM, who has charge of the windows of the big store of the Marston Company in San Diego, stopped off in Chicago on his way for a visit in Baltimore and other eastern cities. Mr. Heim is something of a prize winner. Last year he picked up something over \$1,000 in prizes in various window display contests.

§ §

LEWIS ENOS, who has been for the past two years assistant to Harry Heim in the Marston store in San Diego, has secured the position of head display man for S. H. Price, the men's outfitter in that city. Mr. Enos is a clever all-round display man but his specialty is men's wear. He is well known in Los Angeles and other coast cities.

§ §

LESLIE A. MANNE, display manager for Chas. Trankla & Co., Grand Rapids, Mich., was in Chicago to see the fall opening displays. He was much impressed with the beauty of the wax figures shown in the windows of some of the State street stores.

§ §

CLARK MILLSPAUGH, who was with the Crescent Store of Spokane, Wash., and James Ramsey, Ltd., of Edmonton, Alberta, is now with The Paris Dry Goods Co., of Great Falls, Mont., in the capacity of head display man. Mr. Millspaugh is particularly good at draping.

§ §

DURING a "Dollar Day" sale in Rock Island, Ill., the M & K store advertised that a dollar would be deducted from the selling price of a large number of articles in their new fall stock. For example, it was announced that a dollar would be given free with each pair of men's or women's shoes at \$4 and up.

§ §

IN CLEVELAND, the Chamber of Commerce conducted a style show during the week of September 13. Cash prizes were offered for the best displays in various classes with one Grand Prize. The windows are said to have been the best ever shown in Cleveland. Paul H. Barch, display man for Wm. Taylor, Son & Co., was awarded the Grand Prize of \$100. This was a considerable honor as the competition was unusually strong.



WOLD
AIR BRUSHES
205 EASTMAN ST.
CHICAGO, ILL.

We have made Air Brushes, Sprayers and Air Compressors for over a quarter of a Century.
A high grade piece of work requires the best tools made. We make them.
We make them for all purposes, at prices to suit the work for which the Air Brush or Sprayer is to be used.
Send for our General Catalog
The Wold Air Brush Mfg. Co., 716 W. Madison St. CHICAGO, ILLINOIS

An added touch of Quality that counts


Elite PRICE CARDS

Used by the Largest Stores

Made of heavy high-grade White Cardboard with Beveled Edges of Gold or Silver in a variety of shapes and sizes. ELITE CARDS give a touch of elegance to the articles to which they are attached.

HURLOCK BROS. COMPANY
3436-38 Market Street } PHILADELPHIA
3435-39 Ludlow Street }

Write for FREE SAMPLES and prices



UNIVERSAL RAT AND MOUSE CATCHER

Caught 51 Rats One Week

Trap resets itself. 22 inches high. Will last for years. Can't get out of order. Weighs 7 pounds. 12 rats caught one day. Cheese is used, doing away with poisons. This trap does its work, never fails and is always ready for the next rat. When rats and mice pass device they die. Rats are disease carriers; also cause fires. Rat catcher sent prepaid on receipt of \$3. Mouse catcher 10 inches high \$1. Money back if not satisfied.

H. D. SWARTS,
Inventor and Manufacturer Universal Rat and Mouse Traps,
Box 566, Scranton, Pa.

TAKE INVENTORY EASY



SEE YARDS RIGHT THERE

Get This on Approval

Measures Cloth, Laces, Trimmings and Ribbons without unwinding

Putnam's Improved Cloth Chart
Price \$10.00 Parcel Post on Approval
Dept. W THE A. E. PUTNAM CO., Washington, Ia.

WANTED

More subscriptions and advertising for

THE ADVERTISING WORLD

This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to divers lines of trade. Subscription price \$1.00 a year. Stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

FOR

WINDOWS and BACKGROUNDS

USE

Silk Plushes, Velours, Felts, Cretonnes, Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS



LEARN THE ORNAMENTAL PLASTER PARIS ART

YOU CAN MAKE HUNDREDS OF BEAUTIFUL DECORATIVE DESIGNS

Vases, Pedestals, Shields, Face Designs, Display Plateaux, Flower Boxes, Scrolls, also Molding for Panels, Screens and Signs

HOW TO MAKE THE ORIGINAL MODELS from the beginning up to the point of taking the plaster cast is fully explained in our book. SEND FOR THIS OUTFIT. Book "The Art of Casting Ornamental Plaster Paris Designs" with full explanation how to make the original models. Complete formula with directions how to make the gelatine molds. A liberal supply of the ingredients used in making the gelatine. PRICE FOR ABOVE OUTFIT, \$1.50.

Send for Illustrated Booklet

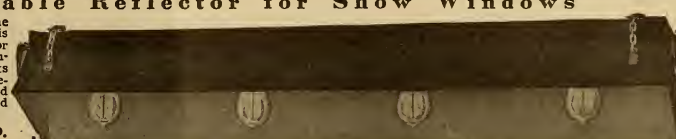
THE IRABAR CO., Harrisburg, Pa., U.S.A.

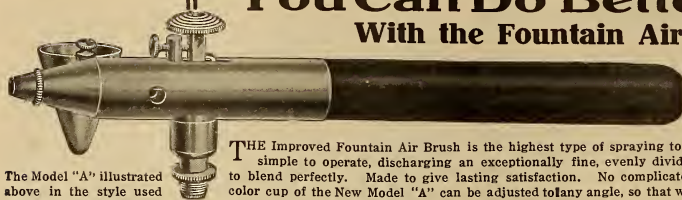


Adjustable Reflector for Show Windows

Especially designed for use with The Funsten or Nitrogen Lamp. This out shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
517 Jackson Boulevard, Chicago





The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

You Can Do Better Work With the Fountain Air Brush

The Original Pencil-shaped Air Brush

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

SPEED BALL PENS

the
Little Wizard of Lettercraft

Perfect Pens will be delivered in 30 days—by all dealers—agents and supply houses—now handling our line.

THE FACTORY

in Camden, N. J.

Requires this length of time to correct and assemble the Speed Ball in a perfect manner. Previous deliveries of imperfect pens replaced.

GORDON & GEORGE

Patentees

300 Boston Block
SEATTLE

SPEED BALL PENS



With This Outfit — You Can Clean and Retouch Your Own Wax Figures Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools. Instructions.

Outfit without formula - - \$3.00
Outfit including formula - - 5.00
Harrisburg Wax Figure Renovating Co.
Catalog free 335 Crescent Street, Harrisburg, Pa.

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1915 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.



Elblight Rental Service for Electrical Decorations

FOR

Holiday Displays, Special Sales, Anniversaries, Conventions, Celebrations
Elblight Lamps and Cables have these Advantages

EASY TO INSTALL. EASY TO TAKE DOWN.

NO DEFAACEMENT OF STORE FITTINGS. BETTER DECORATIONS SECURED AT LESS EXPENSE

Low Rental Rates

Attractive Rental Service

ELBLIGHT COMPANY OF AMERICA
ELECTRICAL DECORATION

133 W. 34th Street, NEW YORK



Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

SALESMAN WANTED—To carry as a side line a legitimate and good selling article. Good commission. See advertisement page 3, this issue.

POSITION WANTED—High-class window decorator "Men's wear" desires change. Professional cardwriter. Samples furnished. Address R. G. Coster, 616 N. Weber, Colorado Springs, Colo.

WANTED—"Blauner's" require the services of a thoroughly experienced sign painter and cardwriter. One who has had some experience in drawing preferred. Apply by letter or in person to 833 Market street, Philadelphia.

? ? ? ? ? Do you need a first-class cardwriter? I will accept a position in any city with a population of 200,000 or more. Small salary. If interested, write "Reliable," care Merchants Record and Show Window.

WANTED—Dry Goods, Furnishing and Clothing Salesmen to learn window dressing and show card writing. For FREE illustrated catalog write Smeby Bros., Twin City School of Window Dressing, 19th St. and 2nd Ave., South, Minneapolis, Minn.

CARD WRITERS—Before you order your next brushes, send for our large 48-page catalogue, which is full of valuable information for card writers. Enclose 2c stamp to Desk M. The Card Writers' Supply Co., Galesburg, Illinois.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.

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A Revolving Display Table in Your Window

Will Bring Business

Write for catalog of Tables, Counters, Pulleys, Reducing Gears, etc.

WINFIELD H. SMITH
8 Lock Street Buffalo, N. Y.

Work Done on the Premises Renovating and Repairing

SAM. E. GUMBINNER, WAX FIGURE ARTIST

Oil Colorings—Lasting

I Visit All Sections of the United States Semi-Annually

Write Me

Endorsed by the
Display Managers and Window Trimmers Associations

581 W. 161st Street

NEW YORK CITY



XMAS ROSE

For Window Background, this beautiful design can be furnished in any color, say solid red, or white sprayed with red, green or yellow, to match your window.

*Our Xmas catalogue No. 401 contains
various patterns. Free for the asking*

Frank Netschert Company, Inc.

61 Barclay Street

NEW YORK CITY



Free for the asking

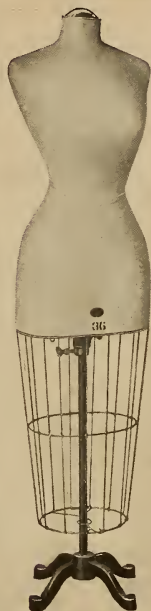
Our Xmas Catalogue No. 401, containing a full line of artificial and natural prepared roping, garlands, branches, wreaths, pointsettias, etc.

**Frank Netschert
Company, Inc.**

61 Barclay Street
NEW YORK

These Five Forms

will be found especially appropriate for the display of Fall merchandise. We have many more equally effective models.



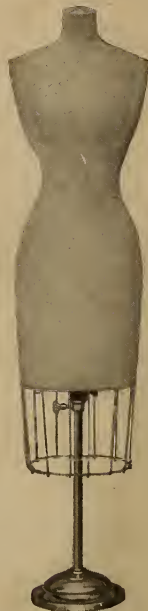
No. 2210

For coats, suits, etc. Covered with either black or white jersey, fitted with tapered skirt and mounted on extensible standard and heavy base.



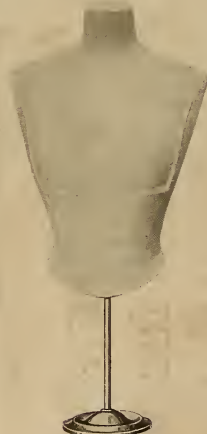
No. 800

Use high grade wax figures or none at all. Curtis-Leger wax figures are faithful reproductions of real feminine beauty.



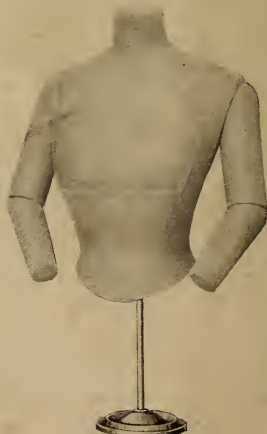
No. 2176

Suitable for high grade evening gowns, wraps or lingerie. Finished with pink enamel or satin bust or entirely covered with saten or white jersey.



No. 1751

is adapted to the display of an average line of waists, lingerie, etc. Has pink enamel bust and saten or jersey body. Mounted on extensible standard and heavy base.



No. 1750

has jointed arms and is ideal for the display of high grade garments. Bust and arms finished in pink enamel with saten covered body. Mounted on extensible standard and heavy base.

Our Catalogs

illustrate many valuable suggestions for merchandise display.
Ask for them today.

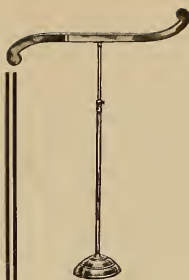
CURTIS-LEGER FIXTURE CO.

237 Jackson Blvd.

CHICAGO

Merchants Record *and* Show Window





Your Windows

Treated as an advertising medium will bear a rich harvest of profitable sales. Don't use them as bargain counters. Let your display manager use his creative ingenuity in making your displays worthy of your store and the merchandise you carry.

But don't expect him to do it with ideas alone. Give him the tools to work with—practical display fixtures. *Norwich Fixtures* will be his choice.

Send for our catalog and let him make a selection

The Norwich Nickel & Brass Co.

Norwich, Conn.

New York
712 Broadway

Salesrooms

Boston
26 Kingston St.



Daylight in a store brings more customers into a store

A store full of Daylight is at all times full of business. While some people prefer to deal in a Daylighted store, others really demand it, and everybody appreciates it.

LUXFER

by flooding your store with Daylight, creates that inviting appearance which every progressive merchant tries to reflect. By bringing Daylight it naturally brings greater business and more satisfaction to shoppers.

When customers are in a better shopping mood, clerks get the benefit as well, naturally. Luxfer prevents "eye strain" and conserves the energy of shoppers and employees.

With all this you must consider the "dollar and cents" side of Luxfer and Daylight. Luxfer will cut your artificial light bills in two and thereby pay for itself in a short time. You cannot afford to delay another day without knowing what Luxfer can do for your store. Write

AMERICAN Luxfer Prism COMPANY

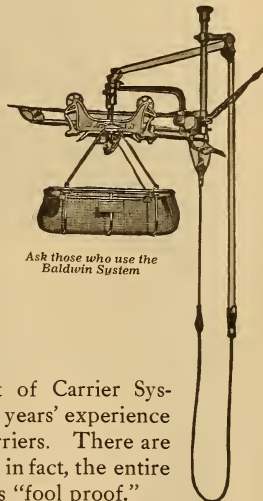
CHICAGO, Heyworth Bldg.
BOSTON, 49 Federal St.
CLEVELAND, 419-20 Citizens' Bldg.
DULUTH, 210 W. Michigan St.
DETROIT, Builders' Exchange

KANSAS CITY, N. Y. Life Bldg.
MILWAUKEE, 1111 Wright St.
NEW YORK, 207 W. Broadway.
NEW ORLEANS, 904 Hennen Bldg.
PHILADELPHIA, 411 Walnut St.

ROCHESTER, 38 Exchange St.
ST. PAUL, 365 University Ave.
DALLAS, Builders' Exchange.
SAN FRANCISCO, 1202 Hearst Bldg.
LOS ANGELES, 1535 S. Main St.

YOU HAVE TO LIVE

with your Clerks and Carrier System and it is well to have both working smoothly and harmoniously, in order to give your customers quick service, which is demanded in these days of keen competition.



Ash those who use the Baldwin System

The Baldwin Flyer CASH AND PACKAGE CARRIER

is the highest development of Carrier Systems; a result of over twenty years' experience specializing on wire-line carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "fool proof."

It is the greatest advance in carrier construction in years and when equipped with our

Our Over-Shoot

operates to the second floor into the most remote corner, as it will turn a curve after it gets up there, if necessary; can be sent with great speed easily, and is noiseless.

Our Up-Shoot

is the reverse of our over-shoot. These are the only successful carriers of their kind and require no added expense for power.

Ball-Bearing Wheels

and "no tear" rim Baskets you will have a system with no "come backs."

Baldwin ball-bearing wheels are made right—no oil is required, nothing to damage goods and collect dust.

Investigate the most important part of your store equipment

Do your carriers need overhauling? See what Baldwin can do for you on an exchange. Don't be bothered with defective store service. Baldwin Carriers will give you absolutely the most perfect service possible to obtain.

Write us today

See our latest improvements

James L. Baldwin Carrier Co.

352 W. Madison St., Chicago

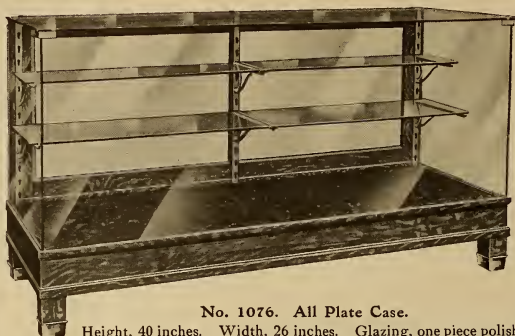
One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office



Hugh Lyons & Company
Lansing, Michigan

311-315 Jackson Bl'vd, Chicago
35 W. 32nd St., New York



No. 1076. All Plate Case.

Height, 40 inches. Width, 26 inches. Glazing, one piece polished plate top, front and ends, with all exposed edges ground and polished. Doors glazed with D. S. A. glass, and are furnished with recoil springs and rubber bumpers. Floor is paneled and made of same material as outside of case. Legs are 3x3 inches and 6 inches high, provided with brass caps and leveling devices. Interior has two polished plate glass shelves, 10 and 12 inches wide. Material is quarter sawed oak or birch mahogany finished to suit. Shipped K. D. Weight 75 pounds per foot. Cases 4-, 5- and 6-foot, have two doors. Longer have four doors. **Price, complete, per foot, \$11.25**

We Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, Etc.

Write for Catalogues and Prices

Have you received your copy of latest issue of "COMPLETE DISPLAY" our beautiful new magazine?



This Shirt Waist Display Rack is the newest addition to our line. The top circle revolves on the standard and will hold 50 Shirt Waists.

We make a special hanger for use with this rack which keeps the waist in excellent condition.

Price, No. 949, complete \$6.50

Special Hangers, per 100 3.50



Order Your Xmas Decorations NOW

And Avoid Disappointments

*If you have not received
my Xmas Catalog No.
330, write for it*

Carl Netschert

ART FLOWERS

12 No. Michigan Ave.

4th Floor Ward Bldg.

Chicago, Ill.



Aisle Tables

All Wood. Made K. D.

We make 5 patterns. Suitable for different kinds of merchandise. The partitions are movable.

You can display on these tables the merchandise you want to "unload"; bringing same right out into the aisles.

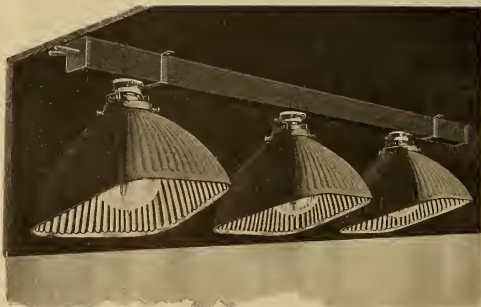
THE OSCAR ONKEN CO.

3727-D Fourth Avenue
Cincinnati - Ohio



Have You Seen Our No. 89 Catalog?

At Last Mr. Merchant Your Show Window Lighting Problems Are Solved!



Typical view with 100-watt Reflector (No. 50) on 18-inch centers—
all wires enclosed in steel tubing—3 feet of lead
wires at end for connection.

Here is a lighting system which comes complete ready to put up—just screw in place and connect end wires. Comes in any length, any spacing—and at a big saving in cost, and best of all, the **Celebrated Pittsburgh Reflectors** are supplied with this system—unequaled for uniform light distribution and guaranteed for highest efficiency and durability. These reflectors can be used with either nitrogen or tungsten lamps by using our special holders. Your equipment is always up-to-date.

Write us for booklet

PITTSBURGH REFLECTOR & ILLUMINATING CO.
3117 Penn Street PITTSBURGH, PA.



As this is the HOLIDAY ISSUE So LIGNINE (WOOD) CARVINGS are the HOLIDAY TRIM

It will PAY YOU WELL to carefully consider the USE of LIGNINE (WOOD) CARVINGS as the ornamentation of your HOLIDAY WINDOWS.

At this Season of the year you want BEAUTIFUL WINDOWS. LIGNINE (WOOD) CARVINGS will help you CREATE THEM.

If you carefully study the designs shown in our catalog, they will SUGGEST to you, Ideas which when carried out on the Backgrounds and Screens will make your Windows Striking—Windows Beautiful.

Policemen may be called to keep crowds away, but what do you care. Get busy with LIGNINE (WOOD) CARVINGS.

If you haven't our catalog, send for it

Ornamental Products Co.
52 14th Ave. Detroit, Mich.

Show Window Valances



Send for your copy of
OUR NEW CATALOG
OF OUR NEW UP-TO-DATE DESIGNS IN

**Valances,
Puffed Shades
and
Lambrequins**

**Supreme in Quality
and Workmanship**

Get the Catalog!

The Art Window Shade Co.
Established 1893
2411-13 North Halsted Street Chicago

"What Mr. Wendel Says"



Mr. Charles F. Wendel

In all my twenty years' experience as head display man for Gimbel Bros. in Milwaukee, Philadelphia and New York, I have never discovered a coat form that so thoroughly met with my approval as the one the Kindlimann Form Co. are showing herewith. It not only saves time but it presents the merchandise in an attractive and saleable manner.

Signed

Charles F. Wendel,
Formerly with
Gimbel Bros.



2
Show
Forms
2

Send for our new
loose leaf booklet.

No. 40A/5

The J. Kindlimann Form Co.,

419 - 421 BROOME
STREET

New York



These photographs show the exterior and interior views of the KAWNEER Model Store Front at the Fair. Note the clean-cut, architectural and attractive appearance. Such fronts are bound to create the proper impression on the passers-by.

To attain the coveted position in the field of modern Store Fronts it has been necessary, first, to develop a practical, durable, simple and efficient construction; second, proper manufacturing facilities; and, third, an efficient distribution organization. We believe we have all these requisites. KAWNEER was the original all-metal Store Front construction—the first placed on the market (our claims for priority of patents are backed by favorable decisions in ten different courts). Actual use has proved the mechanical correctness. KAWNEER factories are located at Niles, Mich., Berkeley, Calif., and Guelph, Ont. Each plant is equipped for the one purpose of manufacturing KAWNEER STORE FRONT construction. Branch offices, along with KAWNEER agencies, enable every Store Front builder to enjoy that personal co-operation so essential in the building of satisfactory Store Fronts. In short, it has been our aim to build a business founded upon your requirements.

HIGHEST AWARD
by the Panama-Pacific International
Exposition to

Kawneer
STORE FRONTS

The business judgment of those who have installed the 50,000 KAWNEER FRONTS now in use has been confirmed by the Superior Jury of Awards. This award reflects the opinion of KAWNEER users—of business men who know the value of modern Store Fronts, and it not only carries with it the verdict of the highest structural quality, but highest development from the commercial standpoint as well.



BUILD TO BOOST

The Store front that pays highest is the one that produces the highest sales volume, and to accomplish that the Front must fit the business with which it is associated. Show by actual display in your windows just what you have for sale—and show it well. To build such a Front, our experience, we believe, places us in the natural position to help you. Unless your Front properly represents you, let us help you develop a new one. Send for "Boosting Business No. 14."

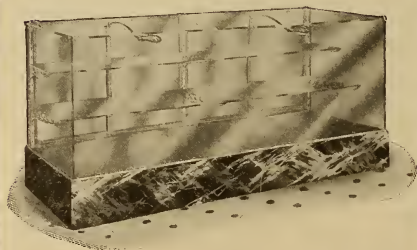
KAWNEER MANUFACTURING CO., FRANCIS J. PLYM, President

Home Office: Dept. E., 142 Factory St., NILES, MICH.
Factories: Niles, Mich., Guelph, Ont., Berkeley, Calif.
We have a branch near you



A Message To Merchants

Merchants are learning that they must buy merchandise carefully, display it attractively and turn stocks oftener, if they are to realize the full measure of success.



Quincy Special Show Cases

figure prominently in this important development of the merchandising situation. For many years we have been making handsome and practical display furniture. Our service to retailers includes the submitting of plans, elevations, perspectives, and all details necessary to the arrangement and equipment of a pleasing and effective store interior.

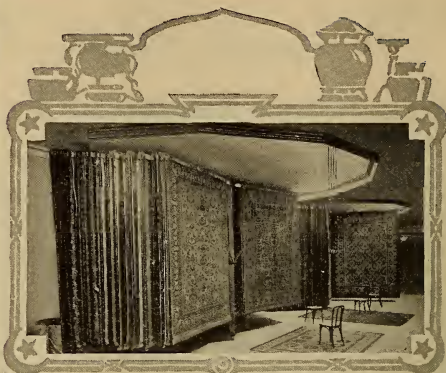
We would like to talk with you about this important phase of your business.

Will you drop us a line? Ask for Catalogue No. 22, a manual into which we have put a good deal of hard money and harder thought.

Quincy Show Case Works Quincy, Illinois

Pittsburgh, Pa.,
949 Penn. Ave.
Wichita, Kans.,
301 Beacon Bldg.

Jacksonville, Fla.,
116-118 E. Forsyth St.
Oklahoma City, Okla.,
208 N. Robinson Ave.
Dallas, Texas, 406-408 S. Lamar St.



A Display Idea Worth Copying

You can command no more forceful aid to the art of merchandise display than a concealed source of illumination, perfectly diffused.

Hundreds of merchants from coast to coast are making their show cases and windows earn ever-increasing dividends by installing

FRINK AND J-M LINOLITE SYSTEMS OF LIGHTING

The above illustration shows a most interesting application of Frink Reflector and J-M Linolite Units to the display of rugs. If you could only see how wonderfully the beauties of coloring and weave in these rugs is enhanced by this lighting, you would realize why it is so effective in promoting sales.

It's a display idea worth copying. We will gladly aid you in fitting the Frink and J-M Linolite Illumination System to the needs of *your* store. Write our nearest branch, or ask your own lighting company.

H. W. Johns-Manville Co.

Atlanta
Baltimore
Boston
Buffalo
Chicago
Cincinnati
Cleveland
Columbus
Denver
Detroit

Galveston
Indianapolis
Kansas City
Los Angeles
Louisville
Memphis
Milwaukee
Minneapolis
Newark
New Orleans

New York
Omaha
Philadelphia
Pittsburgh
Portland
St. Louis
Salt Lake City
San Francisco
Seattle
Toledo



THE CANADIAN H. W. JOHNS-MANVILLE CO., Ltd.
Toronto Montreal Winnipeg Vancouver

For showing the Newest Short Dresses and Skirts you need

BUCKEYE FORM FEET

Attach to Any Form We furnish an extensible form rod. Thus any form you have can be used in connection with these feet.

Adjustable Feet The feet are attached to the standard in such a way that they can be placed pointing to any angle in standing or walking pose.

Tilting Adjustment Our perfect tilting device permits you to tilt the form at any angle thus getting perfect balance and perfect poise.

JUST TURN THE WHEEL

Adjustable Heel

The great and exclusive feature is found in our adjustable heel which permits you to put shoes with any height of heel on the feet. By turning a small screw at top of foot a plunger works up and down at the heel in such a way as to adjust from any height of heel.



A Complete Line of Window Fixtures

Our line of Window Fixtures is complete. It contains many special exclusive fixtures.

The Buckeye Fixture Co
Cleveland, Ohio



AGENTS WANTED



*In every city
and town in the
United States*

To sell our DISPLAY FIXTURES, Brass and Bronze Signs, Interchangeable Letter Signs, Building Directories, Easel Poster Frames for Theatres, Brass Railings, Bank Grilles, Mechanical Display Devices, ADJUSTABLE Electric Light Brackets for offices and factories. WE PAY 25% COMMISSION. Our products in use all over the world. Established 1882.

**The Newman
Manufacturing Co.**

CINCINNATI, OHIO

NEW YORK
101 4th Ave.

CHICAGO
108 W. Lake

No. 56. One of our grey haired figures in Marshall Field & Co.'s window in Chicago.

Our output is limited; if you want figures for the definite purpose of displaying your merchandise to the best advantage it would be well to place your order now.

Last season we reluctantly refused over 40 figures for lack of proper time.

C. E. Stevens & Co.

57 West 24th Street
New York City

Note the Lifelike Features and Pose



One of my many models

Artistic Parisian Wax Figures and Forms

PIERRÉ IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

We are exhibiting at San Francisco three scenes representing:

La Terrasse de Monte Carlo.

(THE MONTE CARLO TERRACE)

Le Pesage au Champs de Courses de Longchamps.

(THE PADDOCK AT THE LONGCHAMPS RACE COURSE)

Le Casino de Vichy.

(THE CASINO AT VICHY)

With 60 new models of wax figures especially created for that exhibition.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

IT'S THE WILD SMILAX From the Southland that is used This Season



Near to Nature's Heart Packing Beaven's Wild Smilax

SOUTHERN WILD SMILAX

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows.

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1 00
2	200 sq. feet	20 lbs.	2 00
3	300 sq. feet	25 lbs.	3 00
4	400 sq. feet	30 lbs.	3 50
5	500 sq. feet	40 lbs.	4 00
6	600 sq. feet	50 lbs.	4 50

For the reason that it is the most exquisitely beautiful evergreen vine in existence.

Beaven's Southern Wild Smilax

Is an indispensable aid in attractively decorating your show windows. Its long life—its fadeless character, and its show qualities, make it a valuable adjunct to any retail business.

Beaven's Fadeless Green Moss

has been immensely popular everywhere and it really is an ideal covering for Show Window floors. It lends itself to many uses when in the hands of Window Decorators. Mighty effective and especially so when used in connection with Beaven's Southern Wild Smilax.

Beaven's Fadeless Green Moss is shipped in bags containing 100 sq. ft. Price \$4.00, f. o. b. shipping point

	Each	Dozen	Per 100
LONG NEEDLE PINES	2 ft. 10c	\$1 00	\$ 6 00
As beautiful as palms in decorations.	3 ft. 15c	1 50	9 00
CHAMAEROPS PALM LEAVES	4 ft. 20c	2 00	11 00
SABAL PALM LEAVES	25c per doz.	\$2.50 per 100	
	Each	Dozen	Per 100
CHAMAEROPS PALM CROWNS	3 ft. 15c	\$1 50	\$11 00
Our native palm plants with their roots removed	4 ft. 25c	2 25	15 00
SOUTHERN GREY MOSS	15 ft. 25c	3 00	20 00
	25 lbs. sack	\$3.00	

Satisfaction (and more) absolutely guaranteed or no money expected. Prices are f. o. b. shipping point.

Special Express Rates. 25 per cent less than regular merchandise rates

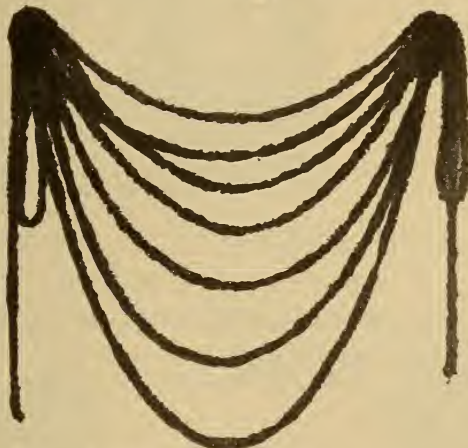
EDWARD A. BEAVEN
EVERGREEN - - ALABAMA

BUY DIRECT

No. 639

ORDER
EARLY

No. 639. Holly Garland, 54 inches, trimmed with a large cluster of Mistletoe Sprays and an abundance of red berries; may be bent in any shape.
Each \$ 2.50
Dozen 25.00



Japanese Wood Roping. The cheapest and most effective material for an Xmas Trim, both for window and interior. It can be drooped in most any shape or form. Used best in connection with Holly Wreaths and Garlands. Comes in red, white or green. Sixty yards to a roll. Price per roll...\$0.50



No. 255. Holly Tree, pyramid shape, 48 inches high, half round, to be put against wall or background.
Each \$ 5.00
Dozen 50.00



Santa Face

Very natural. Made of papier mache.
24-inch, each ... \$1.25
18-inch, each ... 1.00
12-inch, each50

No. 6080. Ivy Garland, 42 inches long, made of a Wild Ivy leaf and diamond dusted. This garland may be had with solid green or red leaves.
Each \$0.80
Dozen 8.00

Write for Catalogue Illustrated
in Colors

CHICAGO, ILL.

357-359 West Chicago Avenue

L. BAUMANN & CO.

LEADING IMPORTERS AND
MANUFACTURERS

Compo Board for Holiday Backgrounds

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-board is not affected by heat or moisture, consequently, will not warp, buckle or split.

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about Compo-board. Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDAL AVE., NORTH MINNEAPOLIS, MINNESOTA



Background design by W. H. Hinks, for John W. Thomas and Co., Minneapolis

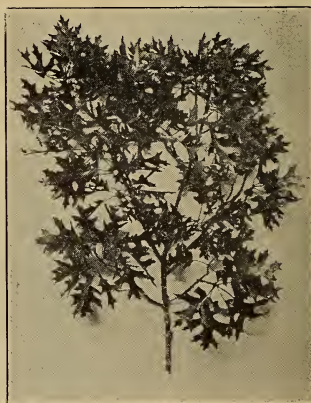
RUMBLEY'S

PRICES ON

*Natural
and
Preserved
Foliage*

Special discounts on large orders

All goods F. O. B.
Evergreen, by Express low rates apply



For your fall opening window displays, holiday decorations, etc. use Rumbley's decorative evergreens

NATURAL EVERGREENS

Wild Smilax, case of 50 lbs.	\$3.00
Wild Smilax, case of 25 lbs.	1.50
Magnolia Foliage, case of 60 lbs.	3.00
Needle Pines, per dozen	1.50
Needle Pines, per one hundred	10.00
Palm Crowns, per dozen	1.50
Palm Leaves, per one hundred	2.00
Spanish Grey Moss, 20 lb. bag	2.00

PRESERVED FOLIAGE

American Oak Sprays. Red, green and brown. 30 to 48 inches, per one hundred	\$8.00
Hand Made Preserved Oak Roping. Red, green and brown. In strings of five yards. Good quality. Per yard	.15
Triple Leaf Flat Magnolia Wreath in Colors Green and Brown. 48 inches in size, each	.50
48 inches in size, dozen	4.50

Holly, case of 70 lbs. \$3.00, case of 35 lbs. \$1.50

Full illustrated price list on Natural and Preserved Evergreens sent free for the asking.

THE RUMBLEY CO., - - Evergreen, Ala.

Better Service for the Display Man

We have just moved into our big new headquarters at 208 W. Adams Street and have added a Service Department that will prove a big help to every Display Man who may be in need of advice or suggestions in connection with his window displays.

We have secured the services of one of Chicago's cleverest designers of artistic window settings. He is an artist of unusual ability in planning backgrounds, set pieces and all other details of window decoration and his expert knowledge is now placed at the disposal of our customers without cost to them.

Let Our Service Department Help You

If you want an idea for a background—if you are doubtful as to what flowers to use or how to use them—if you want suggestions as to the effective use of panels, flower stands, shades, paintings or other decorative specialties—let our artist help you with sketches and expert advice. He will show you how to secure the best results with the money you have to spend. Write now to our Service Department for suggestions for your Holiday displays.

Our New Display Room

We believe that every Display Man will agree that our new display room is the most interesting spot he has ever seen. It is an immense, well lighted room in which our large and varied line of flowers and decorative materials are shown in model windows and in arrangements just as you would use them in your windows or store.

The decorations have been arranged by expert display men and you will find many beautiful and original combinations that you will be able to use in your own displays. They are arrangements that show how beautiful flowers can be made to appear even more beautiful by artistic handling. A visit to our display room will repay you well and you will find a welcome whether you are buying or just looking for ideas. Our new quarters are right in the heart of the wholesale district. Marshall Field & Co., wholesale, is just across the street from us and most of the other big wholesale houses are within a block or two of our new location.

Decorations for the Holidays

Be sure to see our catalog before ordering your Holiday decorations. It is printed in full colors and in it you will find a wonderful collection of flowers, vines, sprays, ornaments and special decorations designed for your Holiday windows and the store interior. We believe this line is the largest and the most artistic that has ever been offered the Display Man.

Whether you have much or little to spend on your Holiday decorations, we have a stock from which you can get the best results for the money expended and, if you need his services, our artist will help you to work out all the details of your displays. Visit our display room if you can, but if you can't, be sure to send at once for our big Holiday Catalog, and let us help you with your displays.

The Botanical Decorating Co., 208 W. Adams St., Chicago

Mr. Merchant— Display Manager— Showcard Writer—



Have you ever seen a Hess Holly Card?

No! Then sit right down NOW and write me for sample of the finest holly cards that you ever saw. How many can you use?

The sale of any of my designs is restricted—and on some designs I am prepared to offer you the exclusive right for your city.

Prices of Holly Cards			
11 x14	-in., per 100, \$3.50; less than 100, \$0.04.	Wt. 17	lbs.
7 x11	-in., per 100, 2.25; less than 100, .03.	Wt. 8½	lbs.
5½ x 7	-in., per 100, 1.10; less than 100, .02.	Wt. 4	lbs.
3 x 5½	-in., per 100, .80; less than 100, 1.00.	Wt. 2	lbs.
2¾ x 4	-in., per 100, .60; less than 100, .80.	Wt. 1½	lbs.
By Express or Parcel Post not prepaid.			
The weight at end of each line denotes shipping weight of 100 of each size, packed separately.			
Special prices quoted on larger lots upon request.			

Prices of Die Cut Holly Ornaments, Postage Paid			
Large sprays with bells, per 100.....	\$2.50.	Per dozen, 35c	
Medium sprays with bells, per 100.....	1.50.	Per dozen, 25c	
Merry Christmas sprays, per 100.....	1.50.	Per dozen, 25c	
Large sprays with scenes, per 100.....	2.50.	Per dozen, 35c	
Large seals with scenes, per 100.....	1.50.	Per dozen, 25c	
Medium seals with scenes, per 100.....	.85.	Per dozen, 15c	
Round seals with gold, per 100.....	1.50.	Per dozen, 25c	
One dozen assorted holly ornaments.....	15c		
Three dozen assorted holly ornaments.....	50c		

A Hess holly card is always done in three colors and gold—no exceptions.

I can offer you special prices on some exquisite dropped designs in 11x14, 7x11, 3x5½ and 2¾x4 cards if you can use them.

Ever see a Hess air brushed holly window card-blank?

My 1915 offering is a candle, candlestick and holly design in five dainty colors and gold. Done on white or novelty tints in heavy art papers to suit you.

6, 11x14 cards, \$1.00

6, 14x22, \$1.75

6, 22x28, \$3.00 not prepaid.

You will understand what Wold, Paasche, Thayer & Chandler make air brushes for when you see these cards. They are not a blotch of color, but are genteel, artistic, effective.

Mammoth die cut and embossed Santa Heads, very fine, 4 for 50c, prepaid.
Rights and lefts, 6x9½ inches.

Santa, kiddies and toys, die cut, embossed. Rights and lefts; 5x14 inch, 4 for 60c, prepaid.

Die cut turkeys, 2¾x3¾, 6 for 15c. Die cut turks on fence, 1¼x2¼, 12 for 15c.

Send a dime for 36 initial panels and November bargain list.

G. WALLACE HESS

1405 Olive Ave., Edgewater Station

CHICAGO

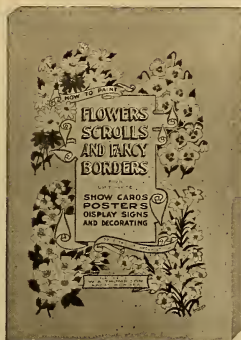
Long Distance Phone, Edgewater 3748

A New Book Just Published

HOW TO PAINT

FLOWERS, SCROLLS AND FANCY BORDERS

FOR THE STUDENT, SHOW CARD WRITER, DECORATOR AND SIGN PAINTER



(Cover design of book printed in five colors.)

work in a neat and satisfactory manner. Hand-painted flowers on simple and unique Air Brush show card designs will produce an exquisite art collection in themselves. The value of an Air Brush Outfit can be increased one hundred per cent by those who can paint a variety of neat flowers, and with a little practice you will be surprised at the artistic work and rapid advancement you will make by the aid of this treatise.

THE INSTRUCTION IN THIS BOOK teaches one thing at a time and each part in the order of simplicity—teaching elements at first instead of a finished flower or complex scroll. It teaches form before movement of the brush, and the simpler movement of the brush or pencil before the complex. The same principle runs through the formation of different flowers and finished designs. This method lets in a little light to the student, instead of confusion in trying to decipher the form and just what part to begin with. A thorough drill in the elements as provided in the different sections of this book, is the first step toward perfection in flower painting and designing. The reader will find this book throughout to be practical, concise and clear in all branches. It tells what colors to use and how to combine them for various shades and tints in painting different flowers in natural colors, also the kind of brushes to use for accuracy in stroke and ease in producing finished work rapidly. Making rapid and artistic scroll and floral designs with the aid of this book will be found a simple matter, even for those without the slightest previous experience or knowledge of flower painting. Every point of value is given in a way that will be easily understood by the student.

THIS BOOK tells you how to get the best results and then shows you how. You find read the way to do the work and then see how it is done by the accompanying illustrations. An endless variety of neat show card designs can be made by anyone at a fraction above the cost of blank cardstock.

NEVER BEFORE HAS such a wealth of practical and original ideas been given in one book for home study and at a price within the reach of all. Think of it. This book delivered to your address prepaid for only \$2.00.

Page size of book 7x10 inches, 144 pages.

SEND YOUR ORDER WITH REMITTANCE TODAY. You will receive this book by return mail and you will find it to be one of the best investments you ever made.

ADDRESS

W. A. THOMPSON, PUBLISHER
18 EAST HURON STREET PONTIAC, MICHIGAN

THIS NEW BOOK is fully illustrated, and contains practical instruction from start to finish on Rapid Flower Painting and Designing.

NOWADAYS the beginner and the Show Card Writer of some experience can gain in a few days, or weeks at most, the knowledge that originally cost many patient years of labor. Both old time Water Color Artists and high class designers are often astonished at the speed and noble effects that can be produced by the show card writer who has had the proper training—in fact, the card writer in this line of work has a field in every locality all to himself and a money maker.

THE INSTRUCTION AND ILLUSTRATIONS in this book will enable Window Trimmers, Show Card Writers, and designers to make attractive floral and scroll designs with the same ease and certainty that a line is drawn by the aid of a straight edge. In this book you will find practical and simplified pointers which you have searched many times for and could not find. In less than one hour you can gain a practical knowledge for rapid construction of flowers and scroll designing that will enable you to produce work in a very short time that will surprise yourself and excite the curiosity of your friends.

RAPID FLOWER PAINTING, and scroll work as given in this new book has many recommendations; it is easy (easier than ordinary lettering) and is done with comparatively little labor, and yet it affords scope for the exercise of artistic skill of high order. Show Card Writers can easily double the value of their work by following the practical instruction given in this book.

THE STUDY OF FLOWER PAINTING is taken up as follows—DAISIES, PANSIES, WILD ROSES, EASTER LILIES, VIOLETS, HOLLY, etc., etc., with practical instruction fully illustrated in detail, showing the construction of single flowers of each variety and groups of same made up for rapid and artistic show cards, special decorative work and advertising designs. An endless variety of original, simple and well prepared illustrations of scroll designs, ornaments, etc., are also given that will be found useful for panels, borders, corners, side and end pieces, together with instructions on how to do the painting of flowers on simple and unique Air Brush show cards on simple and unique Air Brush show cards on simple and unique Air Brush show cards.



(The above reduced outlines taken from a few pages of the new book.)

Paasche's Famous 3 in 1 Air Brushes

THE BEST OF THEM ALL for Show Cards, Signs, Window Backgrounds and General Publicity Work!

← These Cards Were the Prize Winners by R. J. Rogers

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

1st prize winner at the last great I. A. D. M. convention, Mr. R. J. Rogers, Middletown, N. Y., uses Paasche Air Brushes.

1st and 2nd prize winners 1914 convention used Paasche Air Brushes.

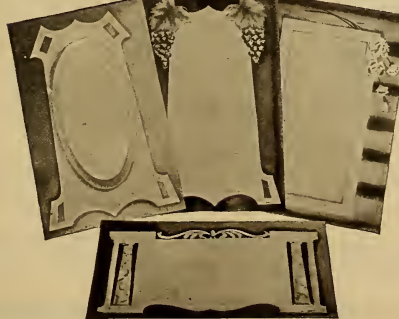
1st prize winner 1913 used a Paasche Air Brush.

There is a reason. Our perfect brushes produce perfect results.

Use Paasche Air Brushes and be a prize winner.

PAASCHE AIR BRUSH CO., Manufacturers
5 South Clinton St. CHICAGO, ILL.

Send for latest circular of complete outfit



Schack's Christmas Flower Book Is Filled with New Ideas for Your Holiday Windows



Size of our big Christmas Flower Book, 14 x 21 inches. Over 400 illustrations. Free for the asking.

On these pages are shown a few of the many new decorative specialties illustrated in our new Christmas Flower Book. Every display man should have a copy of this valuable book to help him in planning his Christmas displays. It contains hundreds of suggestions that will help to make displays more attractive. If you have not received a copy, send for it now.—It is Free.



A holiday setting in our studios designed by our artists and made entirely of Schack products. This is one of the many interesting pictures in our new Christmas Flower Book.

SCHACKS

WOOD FIBRE

SHOW WINDOW BOARD



Decorative Plant Pots.

These pots are made of indurated fibre, are fully waterproof and will last for years. A small opening in the bottom permits secure fastening for plants. 13 in. wide, 10 in. high.

No. 3269A. Decorated in relief. Old ivory, white enamel or plain water color. Each.....	\$1.50
No. 3269C. Decorated in relief. Old ivory, white enamel or plain water color. Each.....	1.50
No. 3269B. Not decorated. Each.....	.50

The most practical composition board ever produced for show window work. A great improvement over other wall boards. Very strong and moisture-proof. Will not warp. Can be sawed or cut easily and takes a beautiful finish either with oil or water color.

Comes in boards 4x8 ft. Per foot.....	\$0.04
Per sheet, 4x8 ft., each.....	1.28
Cut in smaller sizes. Per sq. ft.....	.06

Write for Samples—FREE.

Schack's Show Window Board, embossed. In 1½ by 4-inch blocks, comes in pieces 4x8 feet.

Plain, not colored.....	\$2.50 each
Enameled white	5.00 each

The Schack Artificial Flower Co.,

1739-41 Milwaukee Ave.
CHICAGO

Order Your Holiday Decorations Now and Be Sure of Having Them When You Need Them



No. 3246. Art Shade. Natural bamboo shade lined with colored translucent paper. Fringe of round colored beads and clear glass pendants. 6 in. diameter. Bead fringe 10 in. long. Each.....\$1.50
Colors of round beads, green, amber or white.



No. 3265. Column Ornament. A very handsome design for top of a column. Cap made of Shuck's Window Board and trimmed with chain beads, pendants, etc. 12 in. wide, 2 feet long.
Wired complete (without lamp).
Each.....\$4.00
Beads and pendants only. Per set ... 3.00



No. 3258. Bead Chains. Shown for first time. Beads can be had in green, amber or white, in one color or combinations of colors. Are fine for making shades, lamps and other decorations.
Per yard.....\$0.30

No. 8000 Velvet Paper

(SOMETHING NEW)

This is a new paper just placed on the market. It has the real velvet finish on one side. It has the soft, smooth finish of velvet and costs but very little. A very fine article for window backgrounds, floor covering, panels, pedestals, units, signs, and hundreds of other things. We carry the following colors in stock; black, gray, blue, royal blue, amber, olive, green, light red, dark red, light brown and purple. Comes in 11 yard rolls, 41 inches wide, at 50c per yard, or \$4.75 per 11 yard roll.—Write for Sample Booklet.



640	640A	640B	640C
Papier Mache Santa Claus Heads.			
A fine, cheerful Santa in deep relief. Very pleasing in appearance.			
No. 640. 30 in. high.	No. 640B. 18 in. high.		
Plain white, each.....\$1.75	Natural colors, each.....1.75		
No. 640A. 24 in. high.	No. 640C. 12 in. high.		
Plain white, each.....\$1.45	Natural colors, each......95		
Natural colors, each.....2.75			

The Schack Artificial Flower Co., 1739-41 Milwaukee Ave. CHICAGO



A section of the ready-to-wear department

When They Sought the Best

GRAND RAPIDS is pre-eminently the Furniture City. More than fifty factories there are engaged in manufacturing the highest grade household furniture produced in this country.

Herpolsheimer's the largest and leading department store in Western Michigan, is located in Grand Rapids. This great establishment has just been remodeled and re-equipped throughout with new store furniture. It was the aim of the managers, in selecting the new equipment, to secure store furniture in keeping with the reputation of the Furniture City.

And after the most careful investigation and consideration, the contract for all the equipment was placed with the Welch-Wilmarth companies—for the revolving cabinets, for the interchangeable units, for the display cases, for the window backing—everything. The managers of Herpolsheimer's wanted the handsomest, most modern and most efficiently equipped store in the country—AND THEY HAVE IT.

IT IS A WELCH-WILMARTH STORE THROUGHOUT.

They know good furniture in Grand Rapids—store furniture as well as household. And when they sought **THE BEST**, they ordered The Welch-Wilmarth.

We give the same careful attention to an order for a single cabinet, or stack of interchangeable units, or display case. Ask us.

Welch Mfg. Co.

7 Lyon Street

New York—20 West 30th St.
Chicago—233 W. Jackson
Des Moines—Shops Bldg.

Wilmarth Showcase Co.

1524 Jefferson Ave.

Grand Rapids, Michigan
St. Louis—1118 Washington Ave.
Minneapolis—21-23 N. Third St.

Helena—Horsky Blk.
Pittsburgh—House Bldg.
Boston—21 Columbia St.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVII
NUMBER 5

NOVEMBER, 1915

Single Copies
Twenty-Five Cents

FRONTS THAT PAY

SOME PRACTICAL ARGUMENTS FOR THE MERCHANT WHO
CANNOT SEE THE ADVISABILITY OF SPENDING A
REASONABLE AMOUNT OF MONEY TO MAKE
HIS STORE FRONT ATTRACTIVE

PRACTICAL EDUCATION in merchandising methods is being extended through the means of supplementary courses conducted by various state universities, and there is evidence that considerable good is being accomplished along this line. The subjects covered by these courses for merchants include all of the important branches of storekeeping, such as store service, mail-order problems, cost of doing business, salesmanship, advertising, window display, etc., etc. Last season the university of Kansas conducted a merchants' course that was especially comprehensive. All of the many subjects were covered in an unusually effective manner and the interest taken was evidenced by the fact that more than three hundred merchants were registered for the course. The important subject of store fronts was handled by W. S. French who is known to our readers through his various contributions to this journal. As to store fronts, Mr. French had the following to say:

"In 915 there are 308 business days. If each day could be made to produce five extra customers, there would be a total of 1,540 additional sales, counting on them to buy but once each. If the profit on each averages \$1, the total increase of profit would amount to \$1,540. To be conservative, let us say each of these sales averages a net profit of 50 cents, which would make a net gain of \$770 this year. \$770 represents 10 per cent on \$7,700; 50 per cent on \$1,540.

"Just keep those figures in mind, and when I have finished, ask yourself if you know of any investment you can make that is so conservative, so well secured, as the installation of a store front which I claim will produce an average of five extra customers per day for any store.

"I am here to talk about modern store fronts, to discuss the greatest element in retail stores. The successful store front is not merely a partition to keep out snow and rain; it's a true salesman—a sales power that works and produces profit. Your store front should serve, it should make people *enter* your store; it should make them *want* what you have for sale, and your store front is of value only in proportion to its *pulling power*.

"Have you ever considered the general uplifting power a new store front has upon a sales organization? Why every clerk unconsciously enters into the business with more enthusiasm, more 'pep' than ever before. Each department takes on a new life, because it is represented in the windows, because it has an opportunity to swell its sales. The new front means new action to the entire store.

"And a good store front has unexcelled advertising power. It tells your story truthfully and forcefully every day and night in the year. It shows what you have for sale; not mere pictures or worded descriptions, but by the merchandise itself, in real colors and real size. A modern store front backs up every other kind of advertising medium. Take a newspaper ad, for example. Newspaper ads are generally read in the home. Suppose, after reading an ad of yours this evening, I decide to go to your store in the morning and buy. Suppose on my way to your store I pass many of your competitors, but your ad has appealed to me so strongly, has created such a desire on my part to buy from you, that I go by these stores uninterested. Now suppose that on my arrival at your store you greet me with an old, dusty, weather-beaten store front. What's my impression? I hesitate; I begin to wonder if your newspaper advertisement really represented you; I have a feeling of doubt; I decide to look around. Now this feeling is even stronger among women buyers, for they are the window shoppers today. No small percentage of today's sales is the result of yesterday's window trimming efforts.



Plate No. 9299. A Holiday Display by A. Millermaster, for Ed. Schuster, Milwaukee, Wis.

This is an altogether simple setting and yet it is one that proved highly effective. The framework was covered carefully with white felt, which was also used upon the floor.

Several large bouquets of red poinsettias were used and white foliage also helped to set off the background. Cut glass, china and various lines of art goods were displayed.

"Consider how a good front helps the newspaper ads to produce sales. Suppose, on the contrary, you were to greet me with a modern, clean-cut store front. Suppose in your windows were displayed particular items that I am interested in. There is hardly a power that could prevent my entering your store and making the purchase. There isn't a sales power that has the opportunity, that can do so much in creating sales as good show windows, on account of their opportunities, if for no other reason, for the show windows face every person that passes your door.

"Modern store fronts reduce selling cost, first, by simplifying the sales, and second, by strengthening the determination to buy. Many clerks have told me how much easier it is to sell since their new store fronts were installed. Put in a new front and the selling cost of every sale will be materially reduced. There are very few clerks working at full capacity. Most of you could do 25 per cent more business without increasing your overhead.

"I presume there are few merchants here who would not put in new fronts if they could make up their minds as to the proper styles or types to adopt. It is a problem—a big one—and every additional minute you devote to investigating will bring you additional results.

"I repeat: the store front is of value only in proportion to the sales it produces. The work of keeping out snow and rain was even accomplished by the fronts of fifty years ago, but it has been only during the past ten or fifteen years that show windows could be relied upon as sales producers.

"The most logical way to select a store front for your business is first to analyze your business—the conditions under which you are working, the size and nature of your stock, your location, and the people to whom you appeal.

"The jeweler must have a jewelry store front; the clothier and haberdasher must have windows that will enable them properly to show what they have for sale; likewise, the milliner, the butcher, the druggist, the furniture dealer and the hardware man.

"If you had but one article for sale—say, safety razors, for example—theoretically you would require but one compartment in your show windows. If you had two articles in your store, you would need two compartments. And for the self-same reason, if you have a dozen departments in your store, you need twelve compartments in your show windows. The modern store front that is successful enables you to show practically every line every day; unless it does it is only partially working for you.

"Practically 65 per cent to 75 per cent of all store fronts are alike in style and appearance.

"Connected with each store front are two costs—*purchase* and *service*. One gives you ownership, and, we'll say, keeps out the snow and rain, while the other gives you results—*increase of sales*. When you buy a new tire for your automobile you really buy mileage and easy riding, not just rubber and fabric.

"The *purchase* cost is determined—that's what you pay your contractor—but the *service* cost depends upon the results your new front produces—upon the sales it creates. Every sale it makes goes to *decrease* the *service* cost. So you see the initial cost is really subordinated to the ultimate cost.

"If you need a new store front you will actually pay for it whether it is installed or not. How? Why, by the sales that go by your door if you don't have it. Have you ever stopped to think that your customers paid for your showcases, cash registers, lighting fixtures, signs, and all other equipment? And that's just what they will do for you if you will install a new front. Every extra customer created by your new

front will chip in just that much towards liquidating that store-front loan. Loan? Yes, you will simply lend your business \$800, \$1,000 or \$5,000, whatever the new front costs, and it won't be long before you have it all back. Then for years and years it will work for you for nothing. Have you another such investment in your business?

"Money's greatest earning rate is when you invest it in a thing you need. If you need a new front, there isn't a better investment available in your store. If you need a new front, you need the best; not necessarily the most elaborate or expensive, but the one that is made to fit your business.

"It pays to build a good front, just as it pays to plant good seed. The greater results more than offset the initial difference in the purchase prices.

"Each of you makes strenuous efforts to keep up prices, and I claim there is not an element that will help you to do this so consistently and in such a practical manner as a good store front. If you've got good shoes, good furniture, good hardware or good jewelry, show it; make the people see it; make them want it.

"You cannot afford to keep a clerk who cannot sell, who cannot represent you. He would be a daily loss to you. Still—well, you'll agree that a good front is nothing more or less than a salesman, only it faces every person who comes near your store. A nonproductive salesman is like an old-fashioned, squeezed-together store front; and a new, modern, made-to-fit store front is like a partner in business.

"Railways do not entrust their passengers, express and freight with cheap engineers; they employ high-priced men, experts, specialists, who are worth all they get. Is your old front worthy of the place you give it?

"If a good front is worth installing, it's worth it

right now—1915. Now is the time to cash in on it. Never before have people required such good show windows. The world is full of people who buy padlocks after their chickens have been stolen.

"It wouldn't take you many months actually to forget how much you 'put up' for a new front. It's an absolute impossibility to get good results from a poor store front—just as a poor salesman is a poor investment. Make your store front a representative, not a misrepresentative.

"You either need good show windows or you do not need any—no matter where you are located, little town or big city. I recently received a letter from a merchant in this vicinity who stated that he did not believe a new store front would be a profitable investment because he is located in a very small town. This merchant has neglected so far to analyze the true condition—to realize that the farmer's standard of buying has developed and improved wonderfully during the past few years on account of the automobile. The farmer now is able to run into town daily if necessary; he is able frequently to see the stores within a radius of from twenty-five to fifty miles from his home; he is able to see what the stores in the larger cities are showing. No matter if your store is located on a four-corners, you need a good store front. Location makes little difference.

"And when you come to put in a new front don't be governed only by price. There is a reason why one watch sells for \$3.50 and another \$75, just as there is a reason why one front costs 10, 15 or 50 per cent more than another. Find out what your business needs and build your front around it. The cost of a front depends upon the cost of the various elements that enter into its construction."

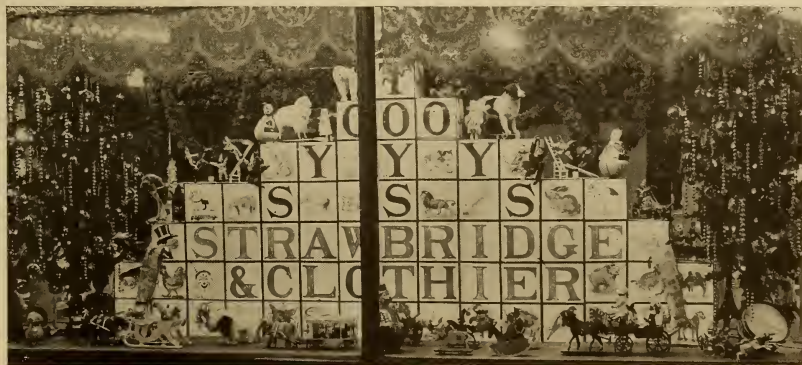


Plate No. 9300. A Toy Display by Jerome A. Koerber, for Strawbridge & Clothier, Philadelphia.

Here is a display that is practically self-explanatory. The principal feature was a sort of background made up of

large toy blocks, about which a variety of toys were arranged. At either end was a gayly bedecked Christmas tree.



Plate No. 9301. A Display of Men's Clothing by Carl W. Ahlroth, for "The Union," Columbia, Ohio.

This is an exceptionally well handled display of men's wear. Each garment has been made to look its best and the whole effect is one that ought to be productive of big sales. Roses and ferns were used for decorations.



Plate No. 9302. A Display of Evening Wear by Carl W. Ahlroth for "The Union," Columbus, Ohio.

The manner in which Mr. Ahlroth has handled his merchandise in this display is highly commendable. A few pieces of high-class furniture, all being the same size, a few flowers, a lamp and a little drapery has made this setting a highly pleasing one. A plain rug was used on the hardwood floor.



Plate No. 9303. An Interior Decoration by Wm. Butement, for Forbes & Wallace, Springfield, Mass.

This picture shows an interior attraction of great ingenuity, which was made by an expert according to suggestions and specifications furnished by Mr. Butement. The miniature reproduction of a mountain scene showed a wonderful variety of highly interesting little details. At the left was shown a hill with a winding road on which might be seen a donkey and a cart, peasants, an automo-

bile and other vehicles. Further up on the hill was a shepherd with his flock. On the opposite were soldiers, automobiles, etc. The building in the middle foreground was a railroad station, back of which an electric train passed at intervals. The train appeared from the tunnel at the left, passed the station and entered another tunnel at the right, keeping up these trips indefinitely.



Plate No. 4304. A Pleasing Holiday Setting by Wm. Butement, for Forbes & Wallace, Springfield, Mass.

This is a setting that was highly pleasing in its effect. The set piece at the back consisted of two upright columns having tops with a circular opening through which could be seen three bell-shaped lamps. In the middle was a scenic painting, showing a winter landscape and this was finished off by placing in the foreground a number of minia-

ture branches thickly covered with frosting. These little trees gave a decidedly pleasing touch to the scene. The whole background was covered with holly leaves and white foliage. A few poinsettias were used to help out the effect. This is one of a number of displays handled in the same manner.

ANALYSIS OF LINES

AN UNDERSTANDING OF LINES AND THEIR EFFECT ON
SHOW WINDOW COMPOSITION IS ESSENTIAL TO
GOOD WORK BY THE DISPLAY MAN—
SOME NEW IDEAS

J. M. W. Yost

With Penn. Traffic Co., Johnstown, Pa.

IN EVERY BRANCH OF ART, lines are an important factor in pleasing the eye. This is as true of window display as of architecture or drawing. Indeed, lines have an importance equal to color in the composition of a window display. Frequently a display man will see a window that is apparently beyond criticism and yet which does not appeal pleasingly to the eye—in such cases, the fault usually lies in the lines, and the display man will readily perceive the fault if he has an understanding of lines and their relation to composition. It is a fact, however, that the average display man has but a hazy idea as to the artistic value of simple lines. He probably knows when the lines in a window please him, but he does not always know why. For this reason, the following analysis of lines by Mr. Yost should be read carefully by every display man. This was part of an address made by Mr. Yost at the recent I. A. D. M. convention:

"Nearly every business and profession has been

studied and perfected to such an extent that we may call almost any one of them a science. Every profession has its fundamentals. To be very competent in anything, one must have a thorough knowledge of the basic principles involved.

LINES AND COLORS

"This is especially true of the display man. If he is not thoroughly familiar with the principles of these two fundamentals, lines and colors, he will not be able to explain why some of his displays are failures, so far as the general effect is concerned.

"We often hear a person say, while examining something, I don't like it, or I like it, but there is hardly one in a thousand that can tell why. The reason for it is that they don't understand the laws governing lines and colors and how they affect the eye.

"Any display made can be analyzed with these two fundamentals. Much has been said and written about colors and color effects, but little, if anything, has been written about lines, the use and effect of which every display man should know.

ACTION OF THE EYE WITH LINES

"To discuss the subject of lines intelligently we must know something of the action of the eye which takes place unconsciously to the observer.

"First—The eye seeks for something to look at. It may be a line, a dot, color, crack; in fact, anything which appears different from the rest of the surface. You can prove this by looking at a plain plastered wall, the eye immediately picks out the flaws. On



Plate No. 9305. A Remarkable Opening Day Display by Walter E. Zemitzsch, for the Famous & Barr Co., St. Louis.

It is to be regretted that this photograph was not more nearly perfect as the display was one of unusual beauty. The lower part of the background was handled in a simple but very sightly stone effect, above which was a background made of strips of wood and covered partially with rich fall foliage. At the right may be seen

dimly a large stone urn and at the left is a figure in the same finish as the lower part of the background. The floor was a combination of marble and mosaic effect, which fitted in admirably with this scheme of decoration. Mr. Zemitzsch has used excellent taste in handling of the wax figures shown in this display.



Plate No. 9306. A Men's Wear Display by Walter Zemitzsch for the Famous & Barr Co., St. Louis, Mo.

Here is shown a setting for a Men's Wear Display in which the display man has used excellent taste. The background was a framework made up of alternating panels of

figured material and plain surfaces. Large bouquets of chrysanthemums helped to liven up the white and black merchandise.

the other hand, the most trying exercise for the eye is to gaze upon a perfectly plain surface for any length of time. It is hard to find any such surface, but a piece of fine smooth cardboard or bristol board will answer the purpose. It should be held close enough to the eye to shut out other objects.

"Second—The eye follows a line. If I ask you distance from the floor to the ceiling, your eye would not attempt to measure or estimate it over a blank space, but would seek a pilaster or column and along that line would look for other marks from which it could make additional estimates.

"Third—Looking to the right or left, perpendicular lines have the tendency to arrest the vision from going beyond. Horizontal lines have a tendency to keep the eye above or below it according to where one is looking.

"These three sections of the eye happen unconsciously, and unless you are studying it, there is not one in a million that stops to think anything about it.

"The display man's success depends upon the effect of his display upon the observer through his eyes. In other words, if you put in a display where the lines and colors are wrong, its impression on the observer will be weakened and the sales from it lessened.

WHAT IS A LINE

"What is a line? A mathematician defines it as that which has length without breadth or thickness. From the display man's point of view we interpret this definition in a broader sense.

"We may consider anything, as a pilaster, column, painted border, whether it is plain or fancy, as a line, because the effect on the eye is the same.

"Horizontal lines have a tendency to arrest the

vision when one is looking up or down. The eye unconsciously stops at the line. Perpendicular lines arrest the vision when one is looking to the right or left.

"Take a plain picture without a frame. Hang it on the wall. You will notice there is nothing to keep the eye from associating the lines in the picture with the lines on the wall. But put a frame around the picture, and it immediately separates the lines and gives the picture individuality. The frame tends to keep the eye centered on the picture, which proves the statement that lines offer some resistance to the free action of the eye.

EFFECT OF LINES

"A line running only half the distance between two points makes the distance appear shorter. A line running the whole length makes it appear longer. A broken or curved line makes the distance appear still longer.

"Whether the lines are horizontal or perpendicular the effect is the same. Perpendicular lines are more satisfactory, because they have the tendency to arrest the vision as one is walking along. Horizontal lines are best suited to high windows, should be avoided in low ones, as they will give it the appearance of being still lower.

"A horizontal line above the eye will tend to keep the eye interested below it. A horizontal line below the level of the eye will tend to keep the vision above it.

"Of course, there are conditions which may exist that would cause exceptions to these rules. For instance, a real bright color in any part of the window would attract the eye, regardless of the line arrangement.

"Let us draw a rectangle of equal squares, lines



Plates Nos. 9307-8-9. Opening Setting by Carl W. Ahlroth for the Union, Columbus, Ohio.

Here are shown three of a series of highly unusual backgrounds. The structural work in these windows is of an original character, which served its purpose exceptionally well. The design is so clear in the picture that it is not necessary to describe it. Hollyhocks were the flowers used and in the windows in which the gowns were shown

they were placed in boxes and other receptacles on the floor close to the background. Other accessories were shown with the gowns. In one of the windows is shown a different class of merchandise and the arrangements have been varied to suit lingerie instead of gowns. These displays attracted much favorable comment.



all perpendicular and horizontal. Study it for a moment and you will notice the monotony of its composition. Now let us add a cross or X at all intersections, and it will give the eye additional pleasure. Next add lines that are circular and a few dots at appropriate places and you will have complete harmony.

ESSENTIAL TO PLEASING IMPRESSION

"Color scientists tell us that in order for a picture to give the eye a perfectly pleasing impression, it must contain the three primary colors or their admixture. This is also true of lines. For the eye to get a perfectly pleasing impression of lines it must see at the same time, straight lines, curved lines, angles, dots and points.

"About 90 per cent or more of the permanent backgrounds in windows are of a paneled effect, all straight lines. By adding the merchandise to make the display you get the angliest curves so necessary to make a pleasing picture to the eye.

"Let us imagine for a moment two pilasters with capitals. One very plain and the other ornamented with curved scrolls, straight lines, etc. We immediately pick out the fancy one as the most beautiful, because its lines are resting to the eye.

"Many parallel lines are very striking to the eye, as this effect is used to test eyes for astigmatism, and it is only a perfectly normal eye that will record a perfect impression of it. Naturally, it would be very



Plate Nos. 9310-11-12. Holiday Displays by O. F. Ballou for the C. H. Almond Dry Goods Co., Lynchburg, Va.

Here are shown three of a series of windows that were used by Mr. Ballou last season. It will be noted that this is a very simple scheme of decoration, and yet it is one that answers its purpose quite as satisfactorily as one of much more pretentious setting. The background and end of the window were covered by a representative of a plank fence, having an irregular top, which was capped by an imitation of snow. The fence was made of wall-board and put together in four-foot sections, after which it was painted to give it a weather-beaten appearance. Back of the fence was an outdoor effect made by an arrangement of cedar trees and bare branches of other trees. The latter were frosted to give them the desired wintry appearance. Back

of the trees was a scenic effect in representation of a wintry sky. In two of the windows may be seen a figure of Santa Claus. This was an old wax figure to which had been added a false face or mask and a red hood. He also wore a red coat, which seems to be the accepted color for this gentleman. In one of the windows may be seen a large camel, which was the main attraction of the toy window. This camel was given away in a voting contest, being presented to the little boy or girl receiving the greatest number of votes. There were six of these windows having practically the same background, and various lines of merchandise were shown in them. All of the show cards were made in the same general style and size.



trying to look at it any length of time. So to use these effects we must associate other lines by adding merchandise, additional decoration, or use them sparingly.

"Long straight lines are dignified, tend toward seriousness of the mind and when combined with long gradual curves, help the mind to concentrate on any particular subject. Combinations of these lines reached the height of their interpretation in the Gothic period. Churches offer the best examples for study.

"Many broken lines, intricate curves and scrolls have exactly the opposite effect. They have a tend-

ency toward mirth, confusion of thought, and ease of mind. The best interpretation of these combinations is found in the various Louis period decorations.

OTHER LINE EFFECTS

"Absence of lines gives the impression of distance. Go into a room with nothing on the walls and you get the impression from its bareness that—it looks like a barn."

"Many lines orderly in their arrangement give the impression of nearness. Go into a room that is decorated, say something like a den, and you feel that it is 'cosy,' 'inviting,' and so on.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of *Merchants Record* and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

A FEW weeks ago I opened a trade journal to glance over the various articles contained therein and my attention was drawn to three or four as well lettered and well balanced cards as I ever saw in a magazine or anywhere else.

There was, however, one card that in a measure ruined the effect—a lace card, and there looming up like a searchlight on a battleship appeared the word “Dutchess.”

Now there is some excuse for the card writer in making this error and it is the pronunciation evil. I'll hazard the opinion that there is not one out of ten thousand who pronounce the simple little word “dog” correctly and it is a safe bet that where my brother card writer worked that many clerks in the lace section pronounced the word as it is spelled above. As a matter of fact the word should be spelled “Duchesse” and pronounced (*doo-shees*).

Comment is made on the error to draw attention to the fact that more things are needed in a sign-room than lettering materials. Every merchant owes it to himself to see that there is a good standard dictionary there and also a dictionary of dry goods terms. The criticism is not meant to offend and I am going to tell one on myself.

About the second week that I was employed in a large store, I started on a tour of investigation to get

the lay of the various sections. A well gowned woman approached me and asked “Can you please direct me to where the tools are?” I replied, “Madam, this store does not handle hardware.” And never, not as long as life lasts, will I forget the withering, pitying look in her eyes:

I immediately knew I had made a bull but for the life of me I didn't know where. I made two resolutions—one to ever after wear my hat in the store (a good plan for one not posted) and to become familiar with dry goods terms.

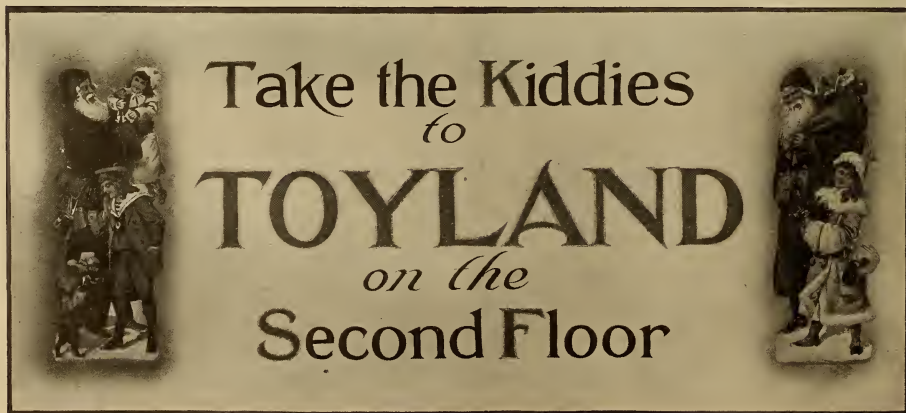
Now the patron wanted the tulle section and pronounced it correctly, as tulle is pronounced *tewl*. I, and perhaps some of you, pronounce it tull.

The Toyland card was made on dark green mat board forty inches long. The Santa figures are die-cut ornaments pasted on.

The card is lettered in light green except word “Toyland” which is gold outlined with green.

Lettering gold is a hard proposition in water color.

It is hard to get a suitable bronze. The best way to mix it is to take a good *heavy* glass tumbler—put in the bronze, add enough mucilage to mix to a thick paste, then mix thoroughly with your index finger for a half hour. Thin with water. Add about 6 drops glycerine or honey to half ounce of bronze. You must have the right bronze though.





Gold lettering bronze may be mixed (a little at a time) in japan gold size and a dash of turpentine added.

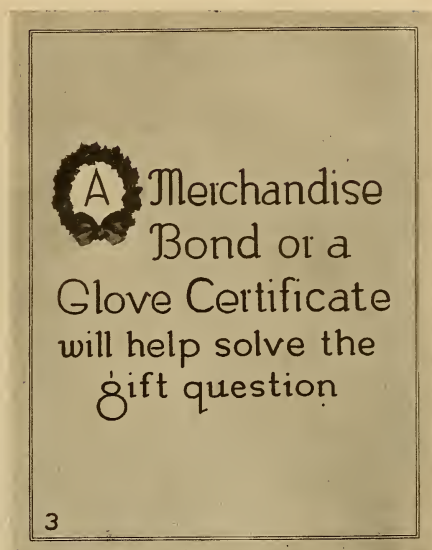
Use a French camel (squirrel hair) hair japanner to flow color, *not a sable*.

Aluminum bronze may be treated in the same manner.

The two Thanksgiving cards are on a brown stock, lettered in white. The turkeys are die-cut ornaments pasted on.

The big turk has a line drawn under him to rest on and is pasted at the bottom so he bends out from card about one-half inch at the top. Many die-cut ornaments can be tipped on lightly and detached and used again if care is used.

The holly design with the candlestick is an air brushed design. Lettering is in script.



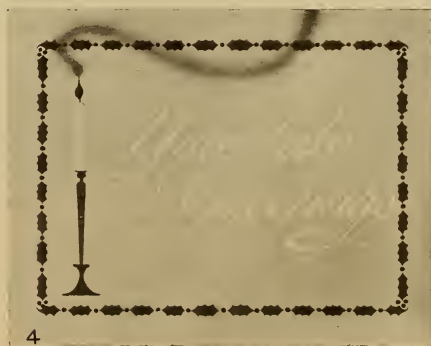
In script lettering you will do well to remember that a heavy stroke never crosses a hair line—this does not refer to the cross on t and f, but to letter formations in general. Violate this rule and you "kill" the letter.

The air brush is capable of doing the daintiest work imaginable—one often sees stuff done with it that would seem to have taxed the imagination of the one who did it but that is not the fault of the brush.

I might also suggest, Mr. Merchant, that there is not anything you can give a faithful card writer or display manager for Christmas that is more practical than an air brush.

The quarter sheet upright lettered with pen has a holly wreath cut out used to frame the initial letter "A."

The window display line is out of my province,



but I have seen demonstrated in a large store how turkeys, owls, squirrels and in fact all kinds of birds, also spiders are worked in relief from printed designs on crepe paper.

The largest part of the figure (after it is cut out)

is pasted to a piece of heavy cardboard and the bird stuffed with cotton or other light material. I'm not "butting in" on display, but certainly I have seen the deft fingers of a girl do "vlever stunts" in this line. Try this on some of your Christmas cards.



Plate No. 9313. A Display of Children's Goods by Walter E. Zemitzsch for the Famous & Barr Co., St. Louis, Mo.

Here is shown one of a series of displays that attracted much attention. The whole scheme was handled in quite an original way and the background proved an

excellent relief for all sorts of merchandise. The details are so plain in this picture that no further description is necessary.



Plate No. 9314. A Display of Costumes by Jack Cameron for Harris, Emery Co., Des Moines, Ia.

This is a setting that was used for a recent fashion show, the window depending for its attractiveness principally upon the handsome wax figures used and the beautiful gowns they wore. At the left was a large mass of natural foliage surmounted by a beautiful Boston fern. On the other side was a high pedestal holding a decorated

tub, in which appropriate autumn foliage was placed. The hat stands corresponded with this pedestal and the other low pedestal at the left. This display admirably indicates the great value of good wax display forms in showing costumes of this character. Without the figures the window would not have been a success.



Plates Nos. 9315-16-17. Three of a Series of Displays by H. Mitchell Wyllie for "The Utica," Des Moines, Ia.

In this group are shown three of a series of unusually attractive windows that were decorated for the opening of the fall season. The principal color scheme was brown and gold. The baskets used were alternately in these two colors. Yellow shasta daisies, Japanese marigold, metallic grape vines, dark grape clusters, variegated poppies, oak vines and thistles were the most popular floral decorations. In order to avoid a too subdued effect with the double use of brown shades, a handsome tone of peacock blue velour was used in draping the brown baskets. High-grade fur-

niture and rugs were used to secure a rich drawing-room effect. Cut-glass vases enhanced the general effect of the high quality neckwear. In the evening dress section a large leopard skin was used on the floor. There was also a metallic filigree green electric lamp on a high standard. These added materially to the handsome setting. In some of the sections, because of the lesser depth of the window, the baskets were not used but decorations of autumn foliage and grapes clusters were suspended from the top of the background.



Toy Department Opening

LAST DECEMBER Chas. Banks attracted a big crowd of youngsters, to the opening of the toy department of Wolbach's store in Grand Island, Neb. Santa Claus, in full regalia, arrived by train and a remarkable sleigh met him at the station. It was an automobile over which a sleigh had been built of composition board and painted in red and gold. In front were two large reindeer, also made

of composition board and painted in natural colors. Santa made a tour of the streets of the city and then was driven to the Wolbach store where he was followed by a great crowd. He stationed himself in the toy department and with several assistants distributed bags of candy to the visitors. The cost of fixing up the automobile was only \$4 and it was used for some time to deliver Christmas packages.

STENCIL DECORATION

RAPID AND ACCURATE WORK OF A HIGHLY ARTISTIC CHARACTER CAN BE DONE AFTER A LITTLE PRACTISE. THE SELECTION OF COLORS IS HIGHLY IMPORTANT.

Martin Marshall

CONSIDERING the great possibilities that lie in stencil decoration as applied to the show window background, it is somewhat surprising that stencil designs have not been used to a greater extent than they have. While free hand painters have been growing in popularity during the past few years, comparatively little stencil work has been used by representative display men. Possibly the reason may lie in the fact that considerable skill is required to do really good stencil work and some of the amateurish efforts in this line have been of such character as to deter the critical display man from further attempts. Among other display men there has been a somewhat general tendency to pooh-poo "common stenciling" in favor of "real hand work."

In recent years, however, there has been a marked movement among some of our cleverest window decorators in favor of the humble stencil as a medium of decoration. Some highly pleasing effects have been produced with stencils and, as a result, the distaste for stencil work that was born of crude efforts of the amateur is giving way to a wholesome respect for this means of decorating. After all, the proof of the pudding is in the eating thereof and if the same results can be had more easily through the use of stencils, there is a very good reason why they should be made use of. Indeed, in the modern style of decoration where the same figures are repeated many times, the stencil is practically indispensable. The air brush also has had something to do with popularizing stenciled designs. This very useful tool enables the display man to secure results that would otherwise be impossible.

But, whether he uses the air brush, oils or water colors, the tints employed form the keynote of any stenciled design. We say "tints" for the reason that most stencil work will have a much more slightly effect if done in delicate tints rather than in strong colors. Much of the prejudice against stencil work has been due to the poor choice of colors rather than to poor workmanship. Strongly contrasting colors have been used where a harmony of similar tones would have served the purpose better.

As a general rule simple color schemes are the best for stencil work. This is especially true when the stencil is to be used without any outlining or shading by hand. In many cases where the background is a plain, flat color excellent results may be had through putting the stencil design on in the

same color, but three or four shades lighter or darker as the case may be. Other harmonizing or contrasting colors may be used with discretion to set off the pattern or give character to the design.

Since the colors used are so simple it is highly essential that the details of the design be carried out with the utmost accuracy. All of the lines must be sharp and clear. If there is a curve it must be a true curve and if a line is intended to be straight, it must be perfectly straight. There should be no guessing about the designing, cutting or application of a stencil for in this type of decoration accuracy is one of the chief essentials to satisfactory work. Every step from the drawing of the design on the stencil paper to the application of the last dab of color must be done exactly right.

Many of the display men who get the best results design and cut their own stencils. This is easy to do if one has the knack of drawing. The design is first painted roughly to get the right proportions and color effects. Then it is drawn carefully on stencil paper and cut out with a sharp knife. Stencil designs are always laid out so that "straps" may be left to hold the whole together. In some of the most effective designs, these "straps" have the effect of producing part of the pattern.

When the design has been completed, it is given a rather thin coating of shellac on both sides, but care must be taken to prevent the shellac from thickening around the edges as the design must be as flat as possible when colors are being applied. It is said that old safety razor blades, held in an ordinary stropper handle, make an excellent stencil knife. While not sharp enough to serve the purpose they were intended for these blades are keen enough to cut stencil paper smoothly and they have the advantage of having four corners, each of which may be used in turn. We have read articles in which the writers have recommended that stencils be cut on glass or a sheet of zinc. This seems altogether unnecessary, as an ordinary piece of cardboard such as an old show card will answer the purpose very well and does not dull the knife.

For the display man who lacks skill in designing or who, for any other reason, does not care to cut his own stencils, a practically endless assortment can be had from dealers. They are made in all sizes, shapes and styles of decorative art. For period windows ready made stencils may be had to fit in with any decorative scheme. The cost of stencils is in proportion to their size and the complexity of the design. Most of them are, on the whole, quite inexpensive.

The air brush, water color or oil colors may be used with stencils. The design is held in place by means of pins or thumb tacks. The brush generally used for filling a stencil design is generally an old round one with rather stiff bristles that will not



THESE ARE MINIATURE REPRODUCTIONS OF STENCIL DESIGNS TAKEN FROM VARIOUS CATALOGS.

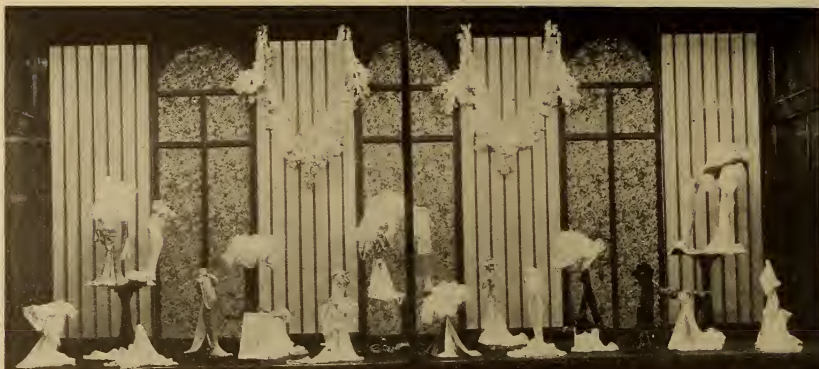


Plate No. 9318. An Opening Display by Walter Zemitzsch for the Famous & Barr Co., St. Louis, Mo.

Here is shown an unusually handsome scheme for a window background. There were three large windows at the back of this setting, each with a wooden frame and

backed by a conventional foliage design. The festoons of white grapes require no description. Only finer grades of merchandise were shown.



Plate No. 9319. A Display of Evening Wraps by J. A. Koerber, for Strawbridge & Clothier, Philadelphia.

This picture shows an excellent example of good figure posing. No matter how well modeled a figure may be, it is always possible to make it appear awkward unless the display man uses good sense in arranging it. Mr. Koerber is a

master hand at clever arrangement. Another feature worthy of note in this window is the little tabouret or low pedestal at each end of the window. On these are shown fans, gloves, and various other appropriate accessories.

bend and carry the color in under the edges of the pattern. If a new brush is used it is sometimes advisable to tie a string around the bristles about half way down. This will prevent spreading.

The color is applied by dabbing it against the design at a right angle rather than by brushing over the surface as in ordinary painting. The brush should be well filled with color and wiped off on the edge of the can to avoid dropping or running.

The style of stencil used for show window decoration is generally some small, simple design which may be applied to any kind of surface that

will take the color. Excellent results have been had by stenciling border designs in gold or color on curtains used for backgrounds. In most stencil designs a little touch of gold will add to the richness of the effect.

We have recommended simple designs and color schemes because they are more likely to be in good taste and there is less danger of making mistakes. However, it is possible to work out some very elaborate designs with stencils providing the display man has the skill. Some designs require two or three or even more stencils to complete them



Plate No. 9320. A Toy Display by H. H. Tarrasch, for F. & R. Lazarus & Co., Columbus, Ohio.

This was an exceptionally well handled doll display. Every one of the little houses was individually lighted, and at night when the window lights were turned out, the lamps in the doll houses remained burning, which gave a very

unique effect and added to the attractiveness of the display. The use of display boards on pedestals enabled the display man to show a large number of articles in this window without undue crowding.

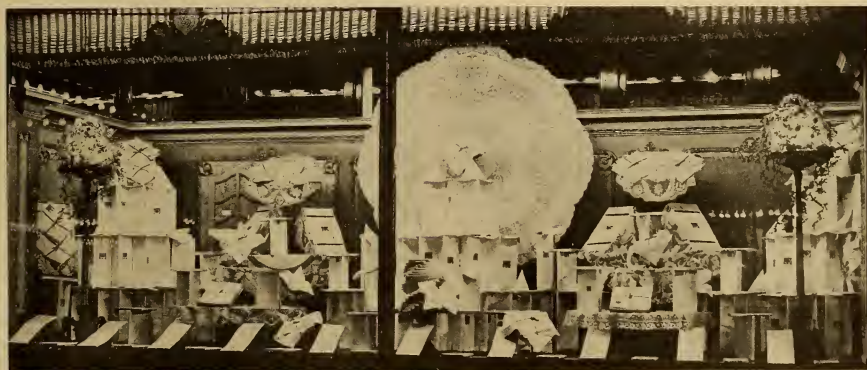


Plate No. 9321. A Display of Linens by Jerome A. Koerber, for Strawbridge & Clothier, Philadelphia.

Here is a somewhat stocky display of handsome linens made last season by Mr. Koerber. The arrangement is very pleasing and the big circular centerpiece at the back gives an

excellent decorative effect to the display. At either end of this window was a tall stand surmounted by an illuminated globe encircled by dainty foliage.

and when finished the work is as perfect as could be done by hand.

For some designs it is advisable to paint in the blank spaces left by the "straps." When this is done care should be used to give the work a uniform appearance, otherwise the retouching will show as the paint is applied in a different way.

We earnestly recommend the young display

man to familiarize himself with the details of stencil work as it is something he ought to understand. Practice designing and cutting simple stencils and learn how to use them. This knowledge is sure to come in very handy sooner or later.

The stencil designs we have reproduced are from catalogs of various makers. Hundreds of other designs covering a wide range of subjects may be had.

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmen's Journal of Window Dressing"	Established 1893
"The Show Window"	Established 1897
"The Window Trimmer and Retail Merchants Advertiser"	Established 1903
"Merchant and Decorator"	Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS RECORD COMPANY

J. F. NICKERSON President
G. H. LAMBERTON Sec'y and Mgr.
THOMAS A. BIRD Editor

431 So. Dearborn Street, Chicago, Ill.

TELEPHONE HARRISON 3067

EASTERN OFFICE, 1229 Tribune Building, New York City

Telephone 4349 Beekman

RATES FOR SUBSCRIPTION

IN ADVANCE, POSTAGE PREPAID

United States, Canada, Mexico and Cuba	\$2.00 a Year
All Other Countries	\$3.00 a Year

W. M. REED, Traveling Representative, Subscription Department
Direct all Letters and Make all Remittances Payable to the Order of
THE MERCHANTS RECORD CO., 431 So. Dearborn St., Chicago, Ill.
Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of

The International Association of Display Men

*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

November, 1915

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Very Well, Thank You

"PROGRESS in trade and industry continues of conspicuous proportions. In the larger lines cumulative expansion is the chief characteristic. Retail merchants show a stronger propensity to buy ahead. The steel trade goes on gaining ground. The long-predicted scarcity of railway cars is an actual fact. Labor is scarce in many lines."

With such crisp phrases a trade reviewer of accepted authority summarized the condition of American business. The generalizations are confirmed by accumulating details. For example:

Orders for steel rails to be delivered next year total 600,000 tons. Within the last few days orders have been placed for 15,000 new freight cars and about 200 locomotives. Our export trade is heaping the seaboard wharves with products. The cry is for ships—almost any kind of ships.

Ground is breaking for many huge new factories, even for the making of alcohol, despite the growth of "dry" territory. It is, however, for "industrial," not the kind taken internally; so the prohibitionists need not be alarmed. The car surplus on October 1—all the idle cars in the land—was only 88,061, or less than half that a year ago.

A western railroad which has practically no "war order" traffic broke its car-loading record for the second time in two weeks on Friday with 6,136 cars in one day. Chicago wholesalers agree that business is good and getting better, with the basis for future trade "very sound." The details are necessarily fragmentary. But these straws show how the wind is blowing. They justify the summary of another trade observer:

"The biggest steel trade ever seen, and growing; the biggest export trade, and growing; the biggest crops selling at almost highest prices; railroad earnings getting toward maximum."

When asked: "How are you getting along?" American Business cheerfully answers: "Very well, thank you!"

× ×

Who Gets the Money

IN MANY prize contests for window displays, considerable dissatisfaction has been caused for the reason that there has been no definite understanding as to who the prize is to be given to. Sometimes the money goes to the merchant and sometimes to the display man. It has frequently happened that the display man has put in a lot of extra work and has even spent his own money to win a prize that has later been gobbled up by his employer without so much as a word of thanks. We do not presume to say that all prizes should be turned over to the display man as there might be certain circumstances under which that might be unfair to the merchant. It is our belief, however, that the display man who does the work should have most of the

prizes that are offered as it is through his individual efforts that the prizes are won, and we believe that in every instance the display man should be given a fair share of the winnings. These suggestions are prompted by observation of a recent competition in which a large money prize was won by a display man who had spent many hours of his own time and considerable of his own money in perfecting the prize winner. A check was sent to the firm and much publicity was given to the winning, but that is all the good it did the display man. He was congratulated by the head of the firm but did not get one red cent for his hard work.

§ §

Quick Turnovers

THE cost of doing business has increased tremendously during the past ten or twenty years. On the other hand, gross profits have not increased materially if at all. As a consequence, the retailer must be content with a smaller net profit or he must speed up his turnovers. The speedy turnover is the only solution of the rising costs problem and the simplest way to increase the turnover is to carry smaller stocks and put more steam into the advertising. There are some price advantages in buying large quantities, but the little temporary gain is generally discounted through the loss of the capital tied up while the big stock is being moved. Many of the most profitable specialty shops in the larger cities operate on very limited stocks. Some of them carry only goods enough to last a few days. They are in close touch with manufacturers and jobbers and the latter are made to carry the reserve stocks instead of the retailers carrying them. The practice of ordering little and often is a decidedly good one. A score of years ago a merchant could turn his stock once or twice a year and make money, but that day has passed.

§ §

Honest Advertising

THERE is so much "bunk" in most advertising these days that it is quite refreshing to come across the occasional advertiser who is not afraid to tell the whole truth about the goods he sells. Here is an unusually frank statement quoted from a recent advertisement of Kerr's in Oklahoma City, Okla.:

Gloves by Their Real Names: A Message to Every Woman

Why the pot should object to the kettle calling it black has always been a mystery to us. All the pots we ever saw were black, and the blacker the better, more efficient they were. Really, if a pot were white or blue it would be disgraceful, indicating as it would, that other pots were doing its work, leaving it to batten in idleness.

There are dry goods stores very like the pot in temperament. For example, they are ashamed to have their own lambskin gloves called lambskin. They prefer to have them called kidskin, in fact, they go out of their

way, in their advertising, to tell you to call them kidskin—as if you didn't know the difference! These shops do not know the many virtues that lambskin possesses. Take our "Montfort," a lambskin glove at \$1. The skin is soft, durable and not unduly thick. It is carefully made up and it looks a half dollar better than the price. We are selling sheaves of it, and the reason is, we are selling it for what it is, lambskin. People like such drygooding.

The "War Gloves"

They inundate the market. They are the gloves either bought in a hurry a year ago last August when Europe went mad, or made up in feverish haste immediately after the declaration of war. They are old, and old gloves cannot give the maximum of service. To achieve that result gloves must be fresh, lively, youthful. There are no "war gloves" at Kerr's. But there is plenty of the right kind, made by manufacturers with whom it is a point of honor to put reliability into their products.

Perrin's Gloves. All here within the past few weeks. Then, the "Eskay," the Derby, the Monarch and the Cavalier. Complete size and color ranges. **Absolute satisfaction in gloves!** That, briefly, is the basis of our appeal for your business.

§ §

SANGER'S big store in Dallas, Tex., has added materially to the men's wear department. A large number of floor cabinets of the latest design have been installed which will make it possible to carry a greatly increased stock.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.
John R. Patton, Indianapolis, Ind.
Wm. M. Sheppard, Sioux City, Ia.
J. W. Sanger, Rochester, N. Y.
Aage Schiodt, Hutchinson, Kans.
H. H. Tarrasch, Columbus, O.
E. J. Berg, Omaha, Neb.
W. H. Hinks, Minneapolis, Minn.
L. A. Manne, Grand Rapids, Mich.
Walter Zemitzsch, St. Louis

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.

CHRISTMAS SUGGESTIONS

SOME SIMPLE IDEAS FOR HOLIDAY BACKGROUNDS THAT CAN BE MADE EASILY AND AT A MODERATE COST—PLENTY OF ROOM LEFT FOR THE DISPLAY OF MERCHANDISE—HOW TO MAKE THEM

Aage Schiodt

With Pegues-Wright Co., Hutchinson, Kansas

HOLIDAY WINDOWS are generally pretty well filled with merchandise. For the spring and fall openings comparatively few articles may be shown in the window but when Christmas draws near most merchants want to make their windows offer as many buying suggestions as possible and so the merchandise is put in as compactly as can be without undue crowding. For this reason the holiday setting should take up as little room as possible. We illustrate here two settings that are suitable for Christmas windows and which can easily be made by any display man at comparatively little expense. These engravings were made from water color sketches and much is naturally lost in the black and white reproductions.

In the setting with the Christmas trees, four plain columns are to be made of composition board and painted white. Near the top of each is to be placed a small gilded relief ornament. The panels also are to be of composition board, painted white and tinted blue at the top. Over the blue may be sprayed a little gold bronze. In the middle section is a gold star and above it is a wreath of fine metallic flowers. The Christmas trees are made by



A SMALL WINDOW SETTING.

using a conical wire frame with the meshes thickly intertwined with ruscus sprays. The trees may be the natural green or they might be made of either bright red or pure white ruscus. The decorations should be according to the color of the tree. Gold tinsel would go very well with green and white holly could be used to good advantage over red. The shirred curtains are to be a golden velour or plush.



REPRODUCED FROM A WATER COLOR SKETCH BY AAGE SCHIODT.



THIS BACKGROUND IS MADE OF COMPOSITION BOARD.

The other window is also made of composition board and lumber. It consists of three panels with a winter scene in the middle one. At the top and partly down the sides of the middle panel is to be painted a gold frame which can be ornamented by large holly leaves cut from cardboard and pasted on. The inner and outer edges of the frame are to be finished off with small bead molding in bright red. The holly berries are also red. The blue sky in the winter scene continues up above the frame and in the middle is placed a large gilt star. The upper parts of the side panels may be tinted in light blue or green. The side panels are bordered by a wide band of gold bronze. Near the top of each of the two columns is placed a bunch of papier mache Christmas bells finished in copper bronze and tied together with large bows of wide red ribbon. Sprays of holly at the top will help out this setting. The stars may be of papier mache or they may be cut from cardboard by the display man. A white curtain goes back of this setting.

The small picture shows a little set piece that can be used in the corner of the window or elsewhere. It is to be made of composition board and lumber. In the middle is to be placed a scenic panel showing any simple little winter landscape. The piece is decorated with green holly and red berries. The color of the framework may be any light tint that suits the display man. The side pieces may be made to stand out at an angle as shown in the picture or they may be placed straight.

A Book for Card Writers

EVERY practical show card writer will appreciate a new book that has just been published by W. A. Thompson of Pontiac, Mich. It is called "How to Paint Flowers, Scrolls and Fancy Borders." All card writers should know how to make simple paintings of flowers, etc., and to those who have not mastered this art Mr. Thompson's book will prove invaluable. The instructions are surprisingly complete and so simple that anyone will readily understand them. The student is shown the way to sketch out the flowers and then how to use the brush in coloring them. Every little detail is fully illustrated and described at length. The same applies to the scrolls and other ornaments. Many interesting illustrations are used to show how to lay out cards with floral and other decorations. The price of the book is \$2.

✕ ✕

Window Display Suggestions

THE practical manner in which the manufacturer is co-operating with the retailer is again demonstrated in a most interesting little book that has recently been issued by the Brown Shoe Company in St. Louis. It is called "Window Display Suggestions" and while intended primarily for shoe dealers it will appeal to every display man in all lines of business. C. J. Potter compiled the book and he has done his work very well. It contains lots of illustrations made from photographs and from sketches by several of the best known designers of window displays. This book is being sent out free.

Department Store Card Writing Problems

—Article VI—

The Gothic Alphabet

by

J. W. Johnston

A CARD WRITER who can make correctly every letter of both the "upper and lower cases"—as printers say—of more than two or three recognized, authoritative alphabets is difficult to find. I recall distinctly my surprise when this fact first became apparent to me. It is perhaps equally true that there are not many sign makers or card writers who can make every capital or small letter of any one alphabet, and make it in the proportions whereby a printer or a student of alphabets can recognize it as belonging unmistakably to this or that other family or family group. To be sure, thousands of wielders of the pen or brush can whip off "half-breed" letters, but the ability and training necessary to reproduce the "thoroughbreds" in more than two or three fonts is a task the difficulty of which is not to be sneezed at.

Hence, it is clear that the *quality* factor is as important in Card Writing as in any other walk in life, and if the very important requirement of *speed* is also present, the service should be appreciated.

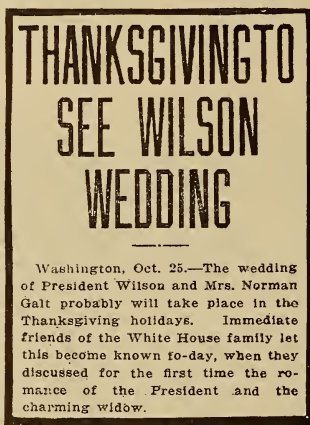
So then, let us determine two or three alphabets or families of alphabets which might properly be deemed

now be a pleasure for me to announce that I have awarded my second prize—as intimated at the close of my October article—to the GOTHIC types.

May I again assure my readers that I will in the near future articles, which I have promised to write for the MERCHANTS RECORD, prepare cards to be reproduced. Many a card I have written and had accepted for practical store use, for counter, case, and



No. 2—THIS TYPE CATCHES THE EYE.



No. 1—NEWSPAPER GOTHIC.

worthy of our most careful study and attention, for if we know two standard alphabets well, and can make each letter of these alphabets with a fair measure of correctness and with reasonable speed, we are on the right track to further endeavor.

In my previous article I gave first choice to the CASLON family for reasons there explained. It will

show window purposes. Accordingly, I do not tremble like an aspen leaf at the thought that in a few days I will have to put on my bib and tucker, humor up some favorite pens, brushes and air brushes, and "turn off" a few, just to show the boys that I like the game as well as they do. Just now though we must *keep at the fundamentals*. The finest musicians in the world practice hour after hour on simple *fundamentals*. That is a great secret of their success. My friend, Alfred Shrubbs, Coach of the Harvard Cross Country Team, and holder of many world's amateur and professional distance running records, emphasizes *fundamentals*. He has a time of it every fall in Cambridge keeping the Cross Country candidates down to short distances until they know the most valuable stride for the races they are to run later on. Shrubbs keeps the men practicing until they know the *right stride*. A good music teacher will insist that a pupil know the *scales*. If I am qualified to speak on the matter of card writing instruction, my advice is to *know the alphabets*. You need not know many, but know a few. By all means, know an excellent example of the CASLON school, and also an excellent font of the GOTHIC.

The name "Gothic" originally had a significance in that it applied to the most wonderful form of Church architecture which this world has ever seen. The original Gothic alphabets bore a relationship in *spirit* to such marvellous cathedral architecture as Amiens,

Cologne, and the lamented Rhems—the bombardment of which I fear has been painful to the heart and mind of every true lover of art and of the Christian faith the world over.

Gothic letters, then, did not conform in a structural sense with the system of perfect thrusts and insuring buttresses which characterizes the Gothic architecture, but rather to the spirit of “freedom and restlessness which characterizes the architecture of the period wherein this style of letter was developed.”

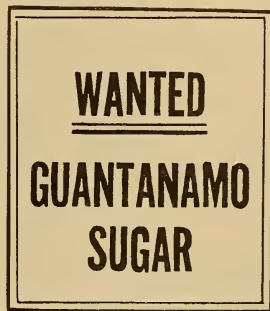
This is mighty interesting historically, but strange as it may seem, the word “Gothic,” as it is applied today to various alphabets which we know by that title, has no significance either as concerns the structure or the spirit of the letters. Some one has said a rose by any other name would smell as sweet. Conversely, although the word “Gothic” has a much honored significance as concerns religion and architecture, it is unquestionably true that any other name might be less confusing, since the letters and alphabets today known as the “Gothic” are not noted for tracery features, religious significance, nor anything else which might be mentioned as justifying the use of the name.

This fact is easily remembered if we recall that the other great family of alphabets of the English language rightly bears the name “Caslon” in honor of its originator. In short, “Caslon” is the most fitting and appropriate designation for one group; on the other hand, “Gothic” is a mere handle tabulation.

Those who are reading my articles attentively—and I am pleased to learn from letters received that

sustain me in this contention. For example, there are the head lines in the newspapers. Can you think of a better instance where it is absolutely essential that an important story be told in the fewest possible words most effectively displayed? These headlines are often set up in a Gothic, I have observed. Then we see the “song and dance” of the story in a Caslon.

So then, it may be that when I advocate a *thorough*



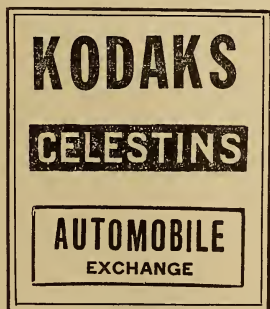
No. 4—AN EASY FACE TO READ.

knowledge of an excellent example of the Caslon and also a thorough knowledge of an excellent type of the Gothic family, you may heed my advice, and consequently have two alphabets at your command which look well together and exist happily together—as I feel we are agreed in the wish of thousands of members of the card writing and sign making professions with reference to forthcoming nuptials of our excellent President and the beautiful Mrs. Galt.

But it is not alone in the matter of head lines that we see strong evidence of the worth of Gothic lettering. It seems that whenever the most important emphatic notification is to be given in the fewest number of words, it is “set up” in one or more of the many types of the Gothic order.

Doubtless a number of my readers will be saying to themselves, “Why does he call these samples ‘Gothic’ rather than EGYPTIAN?” For this reason: I have always based my beliefs on the subject of letters on the authority of type founders rather than the authority of authors who prepare alphabets for copy books. It is to be admitted that the fonts which we are now discussing are frequently termed EGYPTIAN, but when we go to our “Printer’s Bible”—or type founders’ tomes, we do not see so much said about the Egyptian of the lettering as we do about the Gothic.

Frankly, I study my “Printer’s Bible” religiously. The type founders are not only good historians, marking down well the grand old fonts of the past which have survived the test of time, and which come to us today in never failing strength, but they are most excellent prophets, telling us what is to be brought to pass in the near future. As I have written before, I repeat now—and I think the value of the thought bears to repeating—no out of date, “seedy” alphabet gets into



No. 3—GOTHIC FROM METROPOLITAN PAPERS.

there are many such—will remember that I stated in closing my consideration of the Caslon family of alphabets that “when the copy or advertising announcement is of *other than a very few words in length*,” the Caslon styles might well be used generally. This takes me to the very point on which I wish to lay particular stress at this time.

My contention is that when the copy or advertising announcement is of only a few words in length, the sign or card can be made most effective when lettered in Gothic and in *capital* Gothic letters only.

There is abundant authority and precedent

the pages of the most recent editions of any successful type founder's catalogs of type styles. However, the many publications catering to the thousands of poor souls who become feverish each year with an all but consuming passion to learn to make signs, should be examined gingerly. It seems to me nearly every time I open the "Young Sign Painters" manuals, or the limp backed publications designed to interest the "Elderly Beginners" that I see alphabets which were in vogue when Noah was a little boy, but which have no modern interest or application as concerns practical business needs—surely no department store applications.

Beware, I beseech, against the temptation of learning alphabets or *using* alphabets for wide awake, up to the minute business purposes, unless the alphabet is, first, *in good style at the present day*; secondly, *easily read*; and, finally, *can be quickly made*.

Observe these Gothic examples clipped from the New York Sun and the New York Times, doubtless metropolitan newspapers seen by thousands of the most discriminating readers.

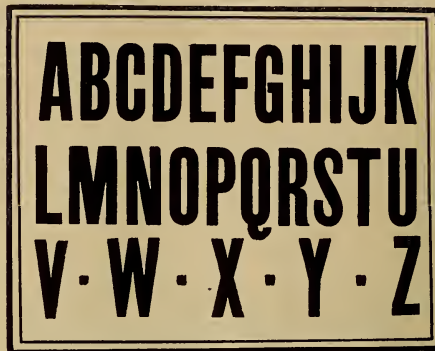
The first example of the three studies in plate number 1 represents the leading Rochester industry and an internationally-famed business. We see the name everywhere. One word only is necessary to convey the idea. But please observe the style of lettering used in printing the word. Caslon surely would not do nearly as well, nor would any other font have such a strong, yet dignified, advertising *punch*. Mr. Eastman has selected a most excellent letter for expressing this word which is now so well known about the globe.

It really makes little difference to me whether you call the alphabet I have been writing about "Gothic" or "Egyptian," and it is not a question of vital importance whether you use *Clearface*, *Condensed*, *Extra Condensed*, *Alternate*, or *Inland Gothic*, but I would be disappointed if, after all I have written, the idea has not been driven home that in advertising messages of a few words only a *Bold*, or a *News*, or a *Title Gothic* is wonderfully effective.

Authority and precedent is always in order. Likewise, attention to *good usage*. Absolutely, no better thought is given anywhere, to my knowledge, on the subject of advertising cards than that given in the Card Writing Studio of the John Wanamaker merchandising palace of Philadelphia. My friend, Mr. Tilley, the Advertising Manager, and Mr. Beck, the head Card Writer, appreciate the importance and the value of the thousands of *Silent Salesmen* which are there to be seen. Mr. Rodman Wanamaker, the controlling influence, whose genius for *sweetening* up a place of business in order to make it as pleasant and as welcome as the home, has made his name honored with that of his illustrious father throughout the land by his attention and his careful study to just such little details as I am now mentioning.

In completing this head of my essay bearing on the consideration of the style letter which I most strongly

recommend for use on *advertising announcements of a few words*, may I be permitted to give an original definition of a Gothic letter, regardless of whatever division of the great family to which it belongs, whereby all letters of this class may be recognized? Here goes: *Gothic lettering of the present day is any*



No. 5—AN EXCELLENT GOTHIC ALPHABET.

lettering, other than script, where all the strokes or curves necessary for the construction of the letter are of uniform width.

The Wanamaker Christmas Show Cards are notable. They are planned months ahead, I understand, and made with great care. I have seen beautiful white lettering on holly red or myrtle green cards used at such time, and the few words written on each sign were in the magnificent alphabet here reproduced.

§ §

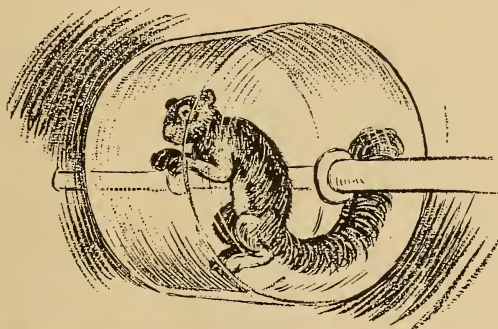
Pay Up Week

WE HAVE HAD "Paint Up" week, and "Clean Up" week and "Dress Up" week—why not follow with a "Pay Up" week? Certainly there is sufficient cause for a "Pay Up" week. And many debtors could be persuaded to settle their accounts during that week. The paying of debts is never a one sided affair and a "Pay Up" week would find general observance. "If you pay me what you owe me, I can pay Jones what I owe him and Jones can pay you what he owes you" and we are all square. Why not? This is a profitable proposition for the merchants of any town to get together on. Better try it.

§ §

RETAILERS in Des Moines, Ia., are contemplating the establishment of a collection bureau and placing a limit of sixty days on all accounts. Such accounts as are not settled within the time specified will be turned over to the bureau. It is believed that this plan will tend to improve conditions materially. All members will pledge themselves to make no exceptions but to place every sixty day old account in the hands of the bureau for collection.

Are You Getting Anywhere?



Don't be like the Squirrel—ceaselessly toiling but getting NOWHERE

Don't make the mistake of trying to plod along in your work without getting the education and expert training that will qualify you for better positions and better pay.

Edward Howard Griggs says,

"One man will settle down into the routine of his calling, digging the ruts deeper each day, until he quite loses power to see out from them; another in the same vocation, shows an ability to make each day's work a source of new growth in power."

The program of the first man is much like the squirrel in his revolving cage. He works mighty hard, going through the motions, but is he actually getting anywhere?

Koester Training Puts You at the Top

The knowledge of how best to do your work, gained at the Koester School, makes it possible for you to do so much and better work that you soon find yourself at the very top of your profession.

Our new Extension Courses make it possible for you to study Advertising and Card Writing at home. These home studies are of great value to the young man that cannot take the time from his work to attend the school in person.

This Book Tells You How

It tells **HOW** over 5,000 students of the Koester School have **made good**.

It tells **HOW** you can in a few short weeks of study lay the foundation for assured success. It tells **HOW** the studies are carried on.

We have one catalogue that explains fully the Home Study Courses.

Another Catalogue of Card Writers' Supplies.

In writing please mention just which one of the following studies you are interested in.

Window Display
Advertising

Store Accounting
Card Writing

Scenic Painting
Salesmanship

The Koester School

215 S. Market Street

CHICAGO, ILL.

Largest, Oldest and Best School of its kind in the World



Use This Coupon

The Koester School, Chicago.
Please send me information about—

- ☐ Window Display Courses ☐ Books
☐ Card Writing Courses ☐ Card Supplies
☐ Advertising Courses ☐ Store Accounting

Name.....
Town..... State.....

NOTES FROM NEW YORK

EFFECTIVE ADVERTISING BY BEST & CO.—NOVEL DISPLAYS
AT LORD & TAYLOR'S—DISPLAY MANAGERS' CLUB
BUSY—COMMENT ON LIVE MODELS—FIXTURE
MANUFACTURERS HOLD MEETING

F. F. Purdy

THE ENTRANCE to the Bedell store, recently opened on Thirty-fourth street, is an unusual auxiliary to sales. It is a double store, with entrance at each side of center, surrounding a separate, glass enclosed space, both outside entrances meeting at one central entrance quite far down into the store. Down the far side of each entrance is exhibition space, swelling into each window, with no detriment to the space, but furnishing more accommodation for the crowds. Besides the long and ample space at each side there is a central display, handsomely arranged in a fine setting like the rest. The backgrounds are all in Circassian walnut, with fixtures, trimmings and floor covering of gold. Some of the wide stands have slot in front through which a fabric is passed and draped on the floor to show color and texture and relation to other goods. Thus the store starts in with an admirable and highly commercial setting for the suits, waists, millinery, etc., which is sold, and Mr. Boustead, in charge of the windows, loses

no opportunity to bring his merchandise out effectively.

Best & Co. have been doing some effective advertising the past few months, evidently with a special purpose, to instill the idea into the minds of the public that "You never pay more at Best's." Time was when many thought they did. It is a delicate task to keep that idea to the front and yet detract not a particle from the idea of quality and distinction which must be maintained for merchandise in a store and location like Best's. We understand that an advertising agency, and not a resident ad-man, prepares this advertising, under the direction of Mr. LeBoutillier, the merchandise man. A 16-page monthly is issued for perusal of the store help, buyers, etc., full of suggestive ideas as well as real information which will make the salespeople more effective and intelligent in their work. Mr. Trehwella has been in charge of the Best windows for eighteen years, and before that acted in the same capacity for Stern, after the retirement of Mr. Frankenthal, to whom he was first assistant. He must have started in early, for he does not look the age. Best & Co. sell wool fabrics only in all-wool. Mr. Trehwella had a window in recently that attracted unusual attention. A wool-test was shown, with water boiling in tank, connected by tube with gas tank. The test was made by boiling in hydrate of potassium. There were five different strainers,

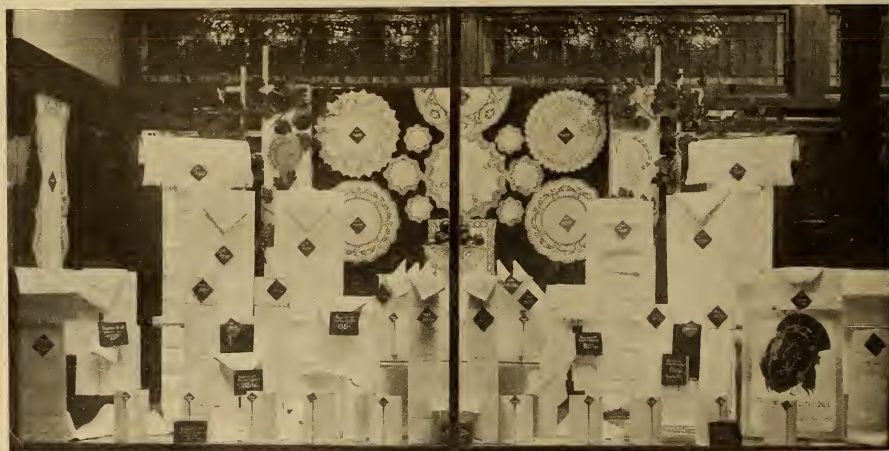
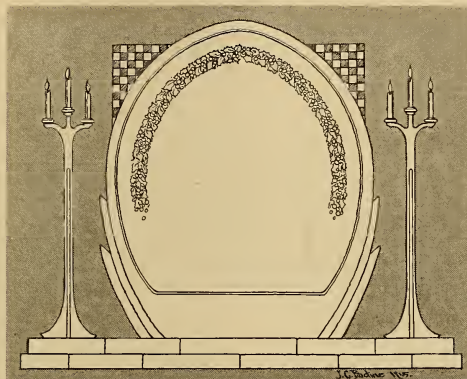


Plate No. 9322. A Display of Linens by Tom Allan for the Phelps-Dodge Mercantile Co., Douglas, Ariz.

This is a particularly good display of linens for a Thanksgiving sale. The doilies on the background were mounted on red cotton flannel and one set was shown on the dining table. In the middle was shown a large punch bowl filled with bright red apples, which gave a touch of color to the setting. All of the price-tickets were red. The decoration

consisted of grape vines over a modest lattice work and a framework which had a brocaded design in stencil. It will be noted in this display that the merchandise has been handled in such a manner that it can readily be returned to stock in a saleable condition, as it has not been wrinkled or distorted in any way.

Better Holiday Displays



This is one of our inexpensive set pieces

Here is shown one of the many attractive designs we can furnish at a very moderate cost. This set piece has just enough of the Christmas spirit to set off your holiday merchandise in the right way. We send it to you all ready to set up in your window.

This and many other equally attractive designs we can furnish you at a surprisingly low price. No matter how much or how little you have to spend, we can supply you with the greatest possible decorative value for the money.

Decorative Paintings

We specialize on decorative paintings of every description and will execute to your order any kind of a scene or subject of any size or shape at a price you can easily afford to pay. Our paintings have frequently been used by leading State Street Stores yet our prices are so reasonable that the smallest stores can afford them.



A new style window sign to hang inside the glass

Above is shown a new style of window signs. The letters are carved from solid wood and may be finished beautifully in various ways, such as ivory, gold, bronze, and metallic colors. These signs are highly attractive and have the advantage of being quite inexpensive.

Send For Our Art Catalog

It is filled with practical suggestions for the display man. In it you will find complete window settings, backgrounds, screens, panels, dividers, pedestals, vases, relief ornaments, floor coverings, and hundreds of other decorative devices that will help to make your windows sell more goods.

Do not fail to visit our Show Rooms and Studio when in Chicago

The **BODINE-SPANJER** & Co

Designers and Manufacturers of Decorative Backgrounds
for Show Windows
1160 CHATHAM COURT, CHICAGO Phone Superior 4610

To get to our studios, take Larrabee St. car on Dearborn St. (down town), go north, get off at Division St. and walk 1 block west to Chatham Court.

M. P. STAULCUP, Eastern Representative, 44 East 23rd St., New York, N. Y.



Plate No. 9323. A Toy Display by Jerome A. Koerber for Strawbridge & Clothier, Philadelphia.

Here is a little display designed to represent a nursery with all of the usual equipment of that kind of a room.

Miniature furniture was shown and everywhere dolls of various sizes posed quite naturally.

each with a piece of cloth of same pattern—black and white check—the result of the test being that the cloth used by Best & Co. showed no residue in bottom of strainer, showing it was all wool. The four other samples showed residue in various forms and quantities, illustrating the difference between all-wool and mixed fabrics, and how the demonstration might be made. Best & Co. operate a school for their employees, and some of them, alternately salespeople, messengers, stock clerks, etc., are there imbibing illumination on their tasks, in the morning, from 9 to 10:30.

LORD & TAYLOR'S WINDOWS

Mr. Rossiter, at Lord & Taylor's, had a novel window last month, with this form which he draped standing on a dais at center rear: Material turquoise blue striped taffeta looped up at back, pulled through a gold band just below the hips forming a bustle effect. Underskirt was of gold lace, and same material over shoulders which fell in a panel over the bustle. It was the rear view only, by the way, which was shown. The skirt's edge and band round the waist was white moufflon fur. The back was very low, with lavelliere shown at back instead of front. At one side of this figure on dais was a long drape of American beauty velour with rose pink moire taffeta over it. At other side was a long drape of burnt orange and yellow velour with striped moire taffeta in yellow over it. Similar goods were shown in front with contrasting lace over it. A

corset window next was a boudoir effect with permanently posed wax figure before mirror. The setting was blue, with rug, and corsets and skirts of apricot hue. A blue and white perfumery window had background and floor royal blue, the hue of labels on the bottles. White, also conspicuous on labels, was represented by a profusion of flowers scattered about the window. Lord & Taylor started their concerts in the auditorium last month.

DISPLAY MANAGERS MEET

The Display Managers' Club of America held their October meeting on the evening of the 11th at the Martinique, with an excellent attendance including several visitors, whose names were proposed as prospective members. It was decided to dispense with a banquet, and hold a dinner and dance at St. Denis on October 25, with a committee consisting of Messrs. Bird, Frankenthal, Schmehl and Wendel in charge. There must be a lot of interesting propositions in sight, for we understand that the Club was in formal session until after eleven o'clock. The Club is increasing its membership gradually until it is now numerous and substantial. The members are full of enthusiasm and interest. Mr. Allert, who is on the publicity end, voices these sentiments and facts: "We do not discuss business details, but fill a very important function to the younger display manager as well as to the older one. Affiliation with our members makes a display manager coming with us feel that he is a factor in the promotion of the sale of merchandise,



Geo. J. Skinner,
an Economist
Training School Graduate,
Wins First Prize in Interna-
tional Association of Display
Men's Show Card Writing
Contest, Waldorf-Astoria,
August, 1915.



R. SKINNER is display manager with the A. E. Ruggles Co., Middletown, N. Y.

The majority of prizes that were won at the International Association of Display Men's Convention this year were won by E. T. S. men.

Page 42 of our catalog announces 34 E. T. S. prize winners.

This forcibly reflects the value of Economist Instruction and assists in answering that important question, "Where shall I go to secure a thorough and practical retail mercantile training?"

When you take up your instruction in the E. T. S. you come in direct contact with acknowledged retail experts in their respective lines who are in a position to develop your natural ability and arouse your ambition to succeed.

These retail specialists will assist you in developing confidence and give you a finished instruction in the practical side of retail publicity work. You can come here with the same equipment Mr. Skinner brought, you can take away with you the same thing he took—the ability to write show cards and place show windows that get business.

Fill out this coupon if you are interested in
*Advertising, Salesmanagership, Display
Management, Salesmanship or Show Card
Writing.* You will be pleased as a result
of your investigation.

Economist Training School

231-243 West 39th Street
New York City

The Economist Training School
New York:

Send the book to

Name

Street

City

State

Please write or print plainly.

standing as a link between the public and the merchandise. On account of lack of confidence many a young man who knows throws away his own ideas because of the aggressiveness of some one who claims to know but does not. A man may be in the midst of the turmoil of his store, with one wanting this and another wanting that, and he is uncertain as to whether to assert his ideas or not. By coming in contact with forceful men, men who know their business, he comes to a realizing sense of what he really knows. He feels that the thoughts he may have relinquished are right, and he gains confidence to go about his daily routine as one having authority. By coming in contact with the big men in the profession he discovers that he is about right in his conceptions. Thus he conducts himself in a manner that brings him a far greater consideration on the part of his associates and gets a greater degree of success in his art."

The foregoing remarks of Mr. Allert are well worth pondering by any display manager, young or old. Many men, young or middle aged, are often hectored, pleaded with, or even ordered about or threatened by different members of the staff of a store, from buyers up. This is by no means the rule, but there is in many cases enough of friction because of the many demands, to make it incumbent for the display manager first to *know*, which he generally does, in greater degree than his critics, simply because of his wider experience and means of knowing. But second in importance is that he

should have that confidence and authority without which he will many times be in a constant buffeting between the upper and the nether millstone.

Some fine new backgrounds have been put in lately hereabouts. Mr. Frankenthal, at Altman's has put in a fine new curtain background of French gray plush, in four festoons between columns. Mr. Allert, at Macy's has chosen a handsome golden fabric background, with bronze fixtures in connection. Mr. Hopkins, at Gimbel's has a full background of golden bronze that materially heightens the attractiveness of his displays.

LIVING MODELS

Gimbel's had a month of special sales in October, in connection with their fifth anniversary in New York, with the "Promenade du toilettes" as the chief feature. Wanamaker's had a similar function for the display of gowns along different lines. Mr. Cronin, at Bamberger's, in Newark, we hear, staged an unusually fine production of the kind with some two dozen models. Macy did not run a fashion show this season, nor last. The Macy policy is to eliminate everything as far as possible in special features and to confine efforts to strict merchandising. The Macy store has large crowds, like the others, and its business is notably successful. Thus the question—to feature or not to feature, is being tried out. It is expensive, but it draws crowds. Some stores are doubtless in better position to profit from this practice than others. The

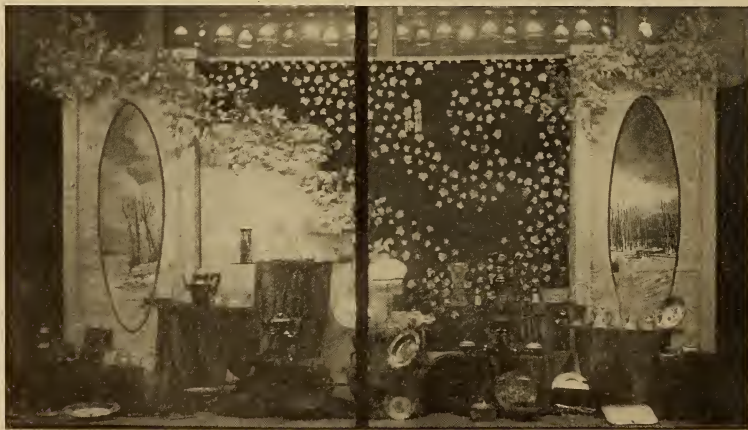


Plate No. 9324. A Christmas Display by C. R. Morganthaler for Newman's, Joplin, Mo.

The purpose of this display was to show a variety of suggestions in the matter of gifts covering a considerable range of prices. The goods shown consisted of cut glass, brass baskets, china, pottery, etc., but only the very best qualities were exhibited. The background is finished in silver

and blue. The main surface of the background was covered simply with a deep blue plush, in front of which were silver leaves pasted on turlan in a careless but orderly arrangement. A rich, deep blue drapery was used over the pedestals and slabs instead of plush.

ORDER EARLY

BUY DIRECT

ORDER NOW



No. 652. Holly Wreath trimmed with a large cluster of fine sateen Poinsettias and foliage.
Each.....\$3.00 Dozen..... \$30.00



No. 636

No. 636. Poinsettia Wreath, 28 inches in diameter, fine red-veined leaves and sateen flowers. An elaborate decoration.

Each.....\$1.00 Dozen.....\$10.00
No. 636A. Same as No. 636, 18 inches in diameter, 3 flowers.

Each.....\$0.50 Dozen.....\$5.00
No. 636B. Same as No. 636, 24 inches in diameter, 4 flowers.

Each.....\$0.75 Dozen.....\$7.50
No. 636C. Same as No. 636, 32 inches in diameter, 7 flowers.

Each.....\$1.50 Dozen.....\$15.00

No. 636D. Same No. 636, 40 inches in diameter, 8 flowers.
Each.....\$2.00 Dozen.....\$20.00



No. 667. Poinsettia Garland of fine sateen flowers and foliage, with red veins 54 inches long.
Each...\$1.50 Dozen...\$18.00



No. 6651. Poinsettia.

OUR LEADER

A beautiful flower made of ten velvet petals and three leaves, 22 inches high.
Price per dozen.....\$0.35

No. 655. Holly Vine of green leaves with white edge and red berries.

Dozen.....\$0.65 Gross.....\$6.50

No. 657. Holly Vine of 18 green leaves and 18 berries.

Dozen.....\$0.50 Gross.....\$5.00

No. 659. Holly Vine of 24 green leaves with white edge and 24 berries.

Dozen.....\$1.20 Gross.....\$12.00

No. 305W. White Holly, 18 leaves and 18 berries.

Dozen.....\$1.00 Gross.....\$10.00

No. 305AW. White Holly, 12 leaves and 12 berries.

Dozen.....\$0.70 Gross.....\$7.00

Write For Our Special
Catalogue

L. Baumann & Co. LEADING IMPORTERS
and MANUFACTURERS
357-359 W. Chicago Ave. CHICAGO



Plate No. 9325. A Display of Bed Clothing by Nishikawa Shop, Tokio, Japan.

Here is a highly unusual scheme of decoration showing how pillows and other bedding materials are shown in Japan.

Each of the articles shown is accompanied by a price-ticket and a few words of description.

Macy cash policy, promoted by their deposit accounts, against which shoppers draw, has eliminated bad debts from their business. It has of course taken a great deal of work to bring their D. A. system, however, up to its present standard. It is a difficult task. It does not prevail in the affiliated house of Abraham & Straus, of Brooklyn. Meanwhile New Yorkers are constantly receiving invitations from various houses to open charge accounts. It has been a great feat for Macy to make a success of their cash policy in the face of such a universal practice of charge account system.

The current styles in the leading high-grade establishment here, as outlined by its display manager will indicate the trend of the copies or modifications in the lower-priced garments that are being sold elsewhere. Russian effects in suits with elaborate fur trimming. Even underskirts and bloomers are trimmed with fur by the yard. Even corset covers and other lingerie are thus trimmed. Fur is also conspicuous on hats and cloaks. Skirts are very short for street wear, and shoes higher than ever. Even the evening dresses are very short in front, though they may have a train falling behind. Beaded laces and trimmings are being used for evening gowns more than ever.

The members of the Display Fixture Manufacturers' Association of New York met on the evening of October 13, and enjoyed a luncheon and social chat together. It is understood that the sharp advance in cost of brass is bringing the question of the prices of fixtures to a head and that there is likely to be a change in quotations in the near future, indeed possibly before this reaches the eye of the reader. The western manufacturers entertain similar ideas because of their identical experience, which means that

higher prices generally, perhaps 10 per cent more, will be paid in the near future for fixtures. Manufacturers on account of the increase in prices of raw materials have been very conservative in the matter of production and carrying of stock. Notwithstanding all conditions, reports go to show that the volume of business of manufacturers during the year so far is about normal. An unusually satisfactory trade has been done in wax figures and papier mache forms. Another phase of business that is disturbing the fixture manufacturers is the frequency of returns, often with the simple remark, "Cannot use," which consumers will, we take it, agree is a very informal cancellation of a contract taken and filled in good faith. There are a number of phases of the return proposition that are perplexing manufacturers, and though they have, we believe, been discussed, no formal action has been taken. To return to the price question, among the materials entering into fixtures and forms, all of which have advanced in price, is wax, in which we are told, the advance has been around 200 per cent.

Mr. Schmehl, display manager for The Greenhut Co., will have the sympathy of many friends in the trade in the death of his father, residing in New York, the fore part of October.

Among the visitors in New York last month were Mr. Grover, display manager for R. H. Stearns & Co., Boston; and Mr. Fields, of Gimbel Brothers and Mr. Kelly, of Oppenheim, Collins & Co., both of Philadelphia.

Nothing like a cheerful environment for customers. All the floorwalkers at Macy's added to the gayety of the store by coming out with carnations in their buttonhole.







INCREASE YOUR SALARY



1916 — NEXT YEAR — 1916

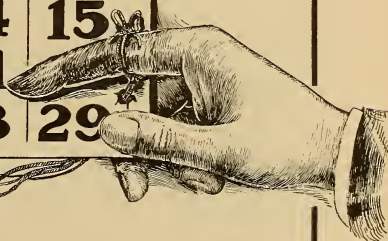
LET CHICAGO DISPLAY MANAGERS SCHOOL HELP YOU. Many prospective students have already enrolled for our training classes starting every Monday in January 1916—Why not get in touch with us at once so that your name can be included in these classes, then you will be ready for the big demand for Higher Salaried Display Men that comes with the early Spring merchandising events.

1916 JANUARY 1916						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
 2	 3	 4	 5	6	7	1
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23/30	24/31	25	26	27	28	29

A Reminder

For January 1916

Class dates on which you can start to train for the increase in your salary.



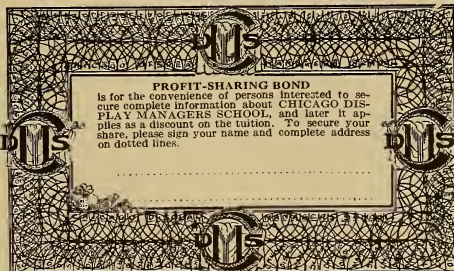
SEND FOR OUR BEAUTIFUL NEW
REFERENCE BOOK
72 PAGES OF USEFUL INFORMATION FREE

ASK FOR OUR COMPLETE INFORMATION GUIDE AND LIST OF
TUITION CHARGES

ENROLL NOW

FOR JANUARY CLASSES. CLIP THIS BOND IMMEDIATELY, SIGN AND MAIL IT TO US AND WHEN YOU PAY YOUR TUITION CHARGES IT ALLOWS YOU A SPECIAL DISCOUNT OF 5%.

SAVE 5%



SAVE 5%

WHY DRUDGE ALL YOUR LIFE AT SMALL WAGES? HUNDREDS OF OUR STUDENTS ARE NOW EARNING TWICE WHAT THEY FORMERLY DID—SO CAN YOU, AND WE WILL HELP YOU.

ENROLL NOW



CHICAGO DISPLAY MANAGERS SCHOOL

H. J. RUTHERFORD, President

304-306 W. JACKSON BLVD.

4th FLOOR



SHORT LENGTHS FOR THE AD-MAN

**LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF**

Saks Suits for Men, at \$20 Are Ahead of Any Argument We Can Offer in Their Behalf—Most clothing arguments are ahead of the clothes. Saks clothes are always ahead of the argument. Nothing that we can tell you here about Saks \$20 suits can quite come up to the suits themselves. The performance is better than the promise. The tailoring is better than the telling. We have gone deeper into this \$20 proposition than ever before. We have increased our assortments liberally. We had to. Last season's business proved that. But we have done more than increase the selections. We have increased the value to a point never before reached in \$20 clothes. In every iota of their making they are essentially better than \$20 clothes, and whether they are shown in close-fitting, soft roll effects, or in models of more conservative cut, this one unalterable fact holds true of every \$20 suit in the Saks stock this fall—its style is so far ahead of the price that nobody will suspect how little you paid for it. All the new features—soft roll collars—classy innovations in lapels—sporty pockets—soft roll vests—some with flapped pockets on them—others plain—and a range of choice in fabrics, patterns and colors which you cannot match anywhere in town—and that goes, North, South, East and West of Saks.

Men Thinking of Overcoats will be glad to hear of the thousands which await their inspection in our Men's Clothing Store. A wonderful collection, of interest to every man of careful taste in clothes. Among them are the new body-fitting Overcoats, in single or double-breasted styles; the new loose-back Overcoats; the latest conceptions of London's leading makers—which have just arrived from abroad, and many other models too numerous to mention. Prices—\$15.00, \$18.00, \$20.00, \$25.00, up to \$60.00.

\$5 Tomorrow Will Buy Special Values in Boys' Clothes—Among the unusual values prepared at this price are handsome chinchilla Coats for boys of 2½ to 8 years. These are very superior in fabric and making—much better than will ordinarily be found for this price. Also smart mackinaw Coats for older boys which are good in material and finely made. Two-Trousers Suits at \$5. Handsome fabrics, Loeser tailored, and therefore sure to give maximum wear. Made in several distinctive Norfolk models. Each suit has two pairs of trousers. Sizes 7 to 17 years.

New Suits in Widest Variety—Nowhere else can men find so many different styles from which to choose—and every style is a "top notcher," selected from the choicest lines of best manufacturers. Here are the new Stein-Bloch and Hart, Schaffner & Marx Suits, from \$18.00 to \$35.00—the highest achievements of the art of ready-to-wear tailoring. Suits from other equally reliable makers, including the A. B. Kirschbaum Co., start at \$15.00. Do not choose until you have seen this collection.

3,000 Scarfs for Men—50c Styles and patterns for 25c—Another manufacturer who wanted to stir up business made us an inviting Neckwear proposition and, as a result, tomorrow you will have here the chance to choose Scarfs of full half-dollar standard at 25c each. There are three thousand scarfs in superb variety of patterns and colorings. The silks are of good grades, and all are made in liberal open-end four-in-hand style. Just half price at 25c each.

\$15 Overcoats for Men Which Greatly Excel Usual \$15 Values—These overcoats are the result of special planning. Men will find them far better in both appearance and serviceability than any \$15 coats we know of elsewhere. They have been made expressly for us. We chose the fabrics from among hundreds. That is why the patterns have the look of much more expensive coats. We specified the tailoring. And for this reason the coats may be depended upon to hold their shape—to remain smart and shapely until the fabric is entirely worn out. We selected the models. In doing so we avoided the extreme and unstable styles. We chose instead coats which have youthful, graceful and practical lines. They will dignify the young man—lighten the burden of years upon the elder man's shoulders—keep any man of any age warm and comfortable. In the lot are medium weight dress coats suitable for early fall and silk lined throughout.

These are of black or oxford coatings. Also winter overcoats in black or oxford, Chesterfield models, and fancy fabric, single or double breasted coats in form-fitting or loose models.

Men's Irish Frieze Motor Ulsters, Special at \$25.00—Big, double-breasted garments; warm as the proverbial "toast," but not in any sense cumbersome. Belted back; lined with wool suiting. Handsome, serviceable oxford gray garments.

Saks Overcoats, \$15 to \$38—In describing this great array of overcoats we feel like an amateur carving a chicken—we don't know at which end to begin. The fabrics are wonderful—herringbones, diamond weaves, fancy coverts, and novelty creations that are the very poetry of design. Notable models are the new short boxy coats, with split sleeves, slash pockets, button through front, self collar and skeleton interiors. Other models are cut on shapely lines, with patch-and-flap pockets, self collar and just the proper modicum of self esteem. Still others are the new flat-braided coats, and the new button-through, silk-lined-and-silk-faced overcoats, which will travel anywhere on their looks alone. And finally, come those famous stand-bys of the overcoat brigade—Oxford and Cambridge grays, in models that are conservative but never plain.

New Derbys and Soft Hats—Saturday is a busy day in the Hat Store, but we shall be able to give you quick and good service. When so many hats seem "just right" it is easy enough to choose. Loeser Hats are of a little better felt and with a little better finish than can ordinarily be had at the prices, but we find them one of the very best advertisements for our Men's Store. All the correct shapes and colors, \$2 and \$3.

Extra Trousers to Match Suit—What that headline lacks in elegance is more than offset by what it contributes to the utility of a suit of clothes. The fact is, some of our patrons like to purchase an extra pair of trousers to add to the life of the suit. Frankly, we would rather sell a man two suits than a suit and a half, but we would rather sell him a suit and a half than have him disappointed. This advertisement, therefore, is to advise you that we will make, for an extra charge, an extra pair of trousers with any suit, provided they be ordered at the time you purchase the suit; and this holds good at all prices, from \$17.50 to \$50, both inclusive.

6,000 Yards Wool Serge at 45c Yard—This is a rather nicer than usual quality at this price, all-wool, 36 inches wide and plenty of navy blue, black and a number of good street colors. Just the sort of good material that women want to make house dresses, separate skirts, school frocks and boys' suits.

Lace Remnants for Dressmaking—Almost no end to the useful kinds that we have weeded out from regular stock. Laces of all sorts and all lengths for sleeves, yokes, blouse trimmings, and odd lengths of chiffons and nets that are sure to come in handy. Every one is marked half price and some even less.

Have You Had Trouble in Getting the Fur Trimming You Wanted?—If you have had, you will be interested in the fact that every conceivable kind of fur, in every wanted coloring, and in the widths most in use, may be found in the Loeser Trimming Store. Every known fur is in fashion. And fur trimming is used in a score of different ways, upon practically every garment women wear, at home or abroad.

Our Black Silks Are Without a Peer in Excellence and Value—There are black silks and black silks—doubtless many cheaper grades than ours—but none of equal quality anywhere lower or even as low in price. Therein lies the difference—our silks were made to wear, to give lasting satisfaction, to retain customers' good will and enhance our reputation as purveyors of silks of quality. They were bought from manufacturers of the highest repute, and are free from imperfections in weave and dye. In short, they are black silks of the highest merit, in the greatest variety of styles in this city.

Man-Made Furs—Unusually Fashionable Cloths—So true to nature in their appearance that only a close examination will differentiate these furs—from-the-loom from those grown on the backs of the animals they represent. For their intrinsic beauty as much as because of their close imitation of the real peltry, these fur-cloths are fashionable beyond the expected this fall and winter. They are used for coats, muffs, neckpieces, trimmings of various kinds, for automobile robes, etc. They are proving unusually satisfactory in wear, comfortable and warm, as well as handsome in appearance.



SMEBY SCHOOL

ESTABLISHED 1908

Twin City School of
WINDOW DRESSING



Let the Smeby School Prepare You for a Successful Career

BECOME A FIRST CLASS WINDOW DECORATOR AND SHOW CARD WRITER

Our Graduates in Constant Demand

By our practical training, and our personal assistance in securing for each student high salaried positions, our graduates are enabled to reach the foremost ranks of the professional display manager. Our record shows our graduates have made great success in the big City stores.

INDIVIDUAL INSTRUCTION

We cannot emphasize individual instruction too strongly, It is a conservative statement to say, that we are the only school in America operating under this system, and common sense will convince you that is the only successful method for the student.

Back-grounds,
Store Fronts,
Lighting Systems,
Fixtures and
Window Arrange-
ments,
all included in our
instruction.



Complete stocks of
merchandise to
allow each student
to make
complete displays
in any line
of men's
or woman's wear.

New Home of the Smeby School

The Success of Our School Has Been Made by the Success of Our Students

Write for Catalogue and General Information.

SMEBY SCHOOL :: Minneapolis, Minn.

BRADLEY'S CARD AND PAPER CUTTERS

Show Card Writers and Window Dressers

YOU will save hours of time and patience by using one of these cutters. It cuts your cards to just the size you want. Simply place the sheet on the board, push down the blade and the cut is made. The graduated scale and ruled table show you the size without other measuring.

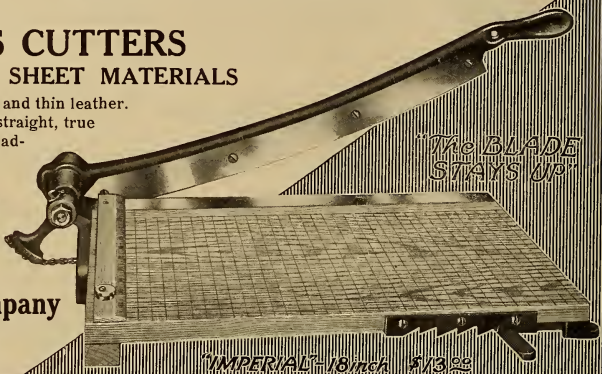
BRADLEY'S CUTTERS CUT ALL KINDS OF SHEET MATERIALS

cardboard, paper, cloth, celluloid and thin leather.
No ragged, uneven edges, but a straight, true cut in a second. Can be used to advantage in every department of your store.

Made in sizes 6 to 30 inches; prices \$1.25 to \$30.00. Sold by Office Appliance Dealers and Photo Supply Houses.

Write for illustrated circular.

Milton Bradley Company
Springfield, Mass.



Exclusive—Velveteen is becoming more expensive, and it does not permit of as moderate a cost in the making up into suits. For these two reasons, velveteen suits have a certain measure of exclusiveness. We have a good selection in smart models and the favored colors—Garibaldi red, blackberry, moleskin, jungle brown, green, navy, and the Bakst Russian tones; fur-trimmed; \$25 to \$165.

Surprising—Delicate pink and cream theater blouses are of a little chiffon and a quantity of the soft, new radium lace that looks so much like the Spanish. They are so pretty it is a surprise to see the price; \$5. New kinds of suit blouses just opened include Georgette crepe with Vandyke points of imported gaily printed net; \$5. Women who like beautiful quality will enjoy fine satin striped taffeta tailored blouses at \$6.50.

New Tailored Suits, \$25 and \$35—Fur is the dominant note of the season, and unless all signs fail it will continue so until spring. We have assembled a variety of fur trimmed suits for selling at \$25 and \$35 that we are very proud of. First, the styles, as new as the morning, the developments of the last few weeks, bought just ten or twelve days ago by our own representative, then in the market. Not extreme, not sensational, but exceedingly womanly and graceful, bound to be more acceptable to the great majority of smartly dressed women in Oklahoma than the somewhat outre styles of the past few years.

The New Blouses—Shipments arrive at frequent intervals, and the selling goes on merrily. Beauty, style, value. The crepes de chine, no matter how low the price, are selected, the very best. Now, who can describe a blouse? The very thing that will not be caught with words is the very thing that lifts it out of the commonplace, making it distinctive. And these are distinctive blouses!

The Uniformed Helper in Household Maintenance has superseded the maid of all work who did her work without system and looked—anyhow. The household helper of today looks as trim and neat as her work is efficient, a just comparison, for efficient work cannot be done by a slipshod per-

son. These trimly made, smart little uniforms look well on women about housework, and they are planned with ample provision for free movement in spite of their neat fit and trig lines.

Waists for Misses and for Little Women—This is one of the special features of the Waist Store—waists for young girls and little women who require different proportions in sleeves and waist-line. About a half-dozen new models are ready. New silk waists, \$3 to \$5. Of crepe de chine and tub silks; smart tailored effects with convertible collar and long sleeves. In white, light blue, flesh pink and striped effects.

Dresses from \$10.00 to \$12.75—This splendid collection takes in dresses of serge in numerous coatee effects and in the simple "long line" styles that so many women favor; also lovely combinations of serge and silk with many pretty little touches in the way of soft neck-fixings and new girdles and sashes; and a number of crisp taffeta frocks that are very quaint and pretty in a style all their own.

Ten New Styles in Black Silk Plush Coats—A bit sooner than women will want to wear these warm wintry garments, perhaps, but there is a great advantage in having an early choice of the brand new styles. It goes without saying that the full fashions have made these handsome coats seem even richer and more luxurious than ever, and a number have the high choker collar. They are all quite long, three-quarters to full length, and the prices begin at \$20 and mount to \$57.50.

Tailored Suits at \$15—Lower Price Store—3rd Floor—Every suit has been subjected to a careful inspection. It has been passed into this \$15 store because of a perfect score. Materials, tailoring, trimming and of course, styles, toe the mark of our rigid requirements. The chances are that, unless you have investigated these suits, you do not know the suit-buying power of \$15. Serges, gabardines, whipcords and worsteds in black, brown, green, tan and the smart shepherd plaids. There are fur trimmings, braids, button, pleats and tucks. There is everything you can possibly desire in a moderate price suit. Even the lines are those of the very moment.

Another Fine Lot of Corduroys, Brand New from England—Not a minute too soon, for these handsome velvet finished fabrics are on the topmost wave of fashion this year. Three remarkably fine grades came in this new importation, priced \$1.50, \$2 and \$2.50 a yard. All are medium wide cords and the weight is a very popular one for suits, dresses, skirts, coats and children's clothes. Also there are all the scarcer colors—rich dark blues, greens, browns, plum, taupe and plenty of black and white.

Women's Dresses—Unusual—To women who are looking for inexpensive autumn dresses that are out of the ordinary and that will wear well and look well to the end of the season, we would recommend these dresses. There's nothing frail and fussy about them—the value is all in the cloth and the good tailoring, and they are in styles that you won't see everywhere you go.

New Silk Waists in all of the New Colors—African brown, field mouse, Russian green, blackberry and navy blue. Smart new combinations of materials and colors—one combination effect illustrated—and scores of others equally new and attractive. Notice the bright touches of gold and silver and hand embroidery; the dainty collars and the odd effects in sleeves, many pretty transparent materials, and some entirely of lace. Prices \$7.50 to \$27.50.

Women's Fur-Trimmed Suits, \$25.00, \$30.00, \$32.50, \$35.00 and \$37.50. The many, many women who have fur-trimmed suits in mind will find this collection unusually interesting, because the suits are out of the ordinary—the most important feature to the large majority of women. With the first glance at these suits you will recognize a certain richness and refinement, which distinguish them and make you more desirous of personal possession.

Slip Into These New Dresses at \$25, \$27.50, \$32.50 to \$37.50—Get the effect for yourself. Notice the unusual daintiness of the collar and the delicate touch of chiffon or crepe Georgette at the throat. Try out the effect of the odd applications of fur and the many new embroideries. There are sash arrangements that will fascinate you and distinctive little touches that you are not likely to find elsewhere. These are chiefly of velveteen, charmeuse and combinations of crepe Georgette and chiffon velvet.

New Dress Skirts at \$5.00 and \$7.50—Smart models in fancy mixed materials, made with pockets; in black-and-white checked effects and dark-tone plaids; of corduroys in blue, brown and green; of poplin and serge in plain colors and also of the fashionable black broadcloth and hair-line striped materials—delightful collection here at \$5.00 and \$7.50.

See These Fine Autumn Dresses from \$25.00 to \$37.50—This is a collection that will appeal particularly to women who appreciate the elegance of simplicity. It's marvelous the way the materials in these dresses have been handled, apparently without design, yet producing effects so graceful, so slender and youthful that the average woman fairly tingles with eagerness to try them on.

If You Want to Know About Serge Dresses or Dance Frocks Be Sure to Read This—This will give you an idea of what you can get here at a price, and furnish you with a very good standard for comparison. And speaking of comparisons—We especially like to see those intelligent shoppers who compare with their eyes wide open and buy where they can buy the best—it means greater prestige for us.

The Corduroy Coat Is Smart—Women Specially Like These Models—The pile surface of corduroy has leaped into enormous favor this fall, and already many makers are complaining that demand exceeds the supply. But a true reading of the signs of the times has brought here to Loeser's a very complete stock of the most desirable models in the approved colorings, brown, green, navy, taupe, plum, etc. Women who have experienced difficulty in getting just what they want will be sure to find it here.

A sale of 2467 Pairs of Blankets at Savings of 15 to 33.1-3 Per Cent.—The demand for blankets today is greater than the supply. Prices have gone up. We placed orders ahead and have the largest stock of fine blankets, bought at the old prices, and can give them to the people at good savings. White blankets. Gray blankets. Plaid blankets. Individual blankets in various color bindings. Blankets for single and double beds and extra sizes. Blankets that cannot be reordered to sell at these prices.



Culver figures have a distinction and charm that is all their own. Each one has a personality and—like some people—the longer you know them, the better you like them. You will never grow tired of a Culver Figure. Yet Culver Wax Figures cost no more than ordinary ones.

LET US TELL YOU
ABOUT SOME OF
OUR NEW FIGURES

IRWIN G. CULVER CO.

60 East 8th St., New York

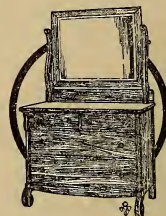
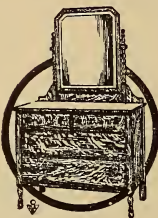


Artistic Housefurnishings Practically Illustrated

THE INTEREST DISPLAYED in our group of Nine Model Apartments, as recently installed on the second floor of our Main or "Casino" Building, has been most marked.

THE ROOMS REPRESENTED INCLUDE:

THREE INDIVIDUAL SLEEPING ROOMS,
THREE INDIVIDUAL DINING ROOMS,
A LIBRARY,
A LIVING ROOM,
A SOLARIUM, OR SUN ROOM



New England Service

WE have recently installed a Department of Information, where the services of an expert advisor are available to furnish, without expense, advice as to the proper arrangement of furniture, correct color schemes and lighting effects, the harmonious relation of pictures and bric-a-brac, and last, but not least, authoritative advice as to the sanitation of the Home.

THIS department is in charge of a gentleman with national reputation; one who has received recognition in various national contests, and whose ideas will prove of inestimable value to our patrons; all now freely available without charge.

THIS GROUP OF ROOMS, first presented to our customers and friends for their inspection last Monday, reflects our ideas of the manner in which artistically assembled, though not necessarily expensive, Housefurnishings should be arranged, and we again take pleasure in extending a cordial invitation to all interested in "The Home Beautiful" to visit these rooms and absorb whatever of educational value they possess.

MINNEAPOLIS IS RECOGNIZED THROUGHOUT THE COUNTRY as a community possessed with the highest ideals associated with the Home, and it is with a feeling of both pride and satisfaction that, in the group of rooms herein referred to, we are enabled to indicate our disposition and facilities of cooperation.

WE HAVE NOT GONE OUTSIDE OUR ESTABLISHMENT for a single item for the furnishing of these rooms. The Draperies, modest but artistic, were manufactured in our own workrooms from material selected from our Draping Section. The Electric Fixtures were assembled and hung by our regular shop workmen, while the Decorating, chaste, consistent and comparatively inexpensive, is the result of the best thought of our regular staff of decorators.

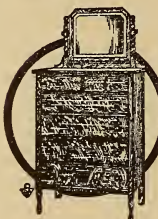
SOMEONE HAS SAID that it takes more time to write a properly expressed short letter than a long one, and we are inclined to believe that the same rule applies to Housefurnishing treatment; namely, that it takes more and better brains to furnish a house, artistically and inexpensively, than elaborately without cost limit.

Priscilla's Tea Shop

AND not only are we emphasizing Artistic Housefurnishings, but Artistic Eatables, as served in our dainty Tea Shop, where many of the most critical men and women of the city find an atmosphere of refinement and quiet most grateful to tired minds and exhausted bodies.

IF YOU have never visited Priscilla's Tea Shop, we feel justified in the statement that you have not yet found "the best place in town" to get a satisfying repast, from a menu most inviting.

BREAKFAST is served daily from 8 to 10:30 A. M., and Lunch from 11 A. M. to 2:30 P. M., with Afternoon Tea until 5:30.



THE NEW ENGLAND

MARQUETTE AVE. FROM 5TH TO 6TH STREETS

THE DISPLAY MAN HAS ENTIRE CHARGE OF THIS FEATURE.

The Display Man's Duties

OCCASIONALLY we hear display men complaining that their employers "work them to death" and require them to do work that is not properly within the display man's department. And as a general rule, these are the same men who com-

plain that there is no chance to get ahead in the window display game. As a matter of fact there is no single position in a department store that offers greater opportunities of advancement than does the position of display man. It all lies with the man himself. If he has initiative, energy and the will-

Natural Holiday Decorations

Nature's Decoratives, such as listed and priced below, when used in your windows and interiors at Holiday-time, will produce an appearance that will be most pleasing to yourself and result in a decided compliment to your customers.

If you merchants only knew how little stock your lady customers take in your efforts to attract them with the various kinds of artificial stuff you would say "Never again, but give me Carter's Famous Evergreens every time."



Holly, exceptionally good crop this year, extra well berried, fresh from the trees, cases, 16 cubic feet, solidly packed **\$3.50**; one-half cases, **\$2.00**; one-fourth cases, **\$1.25**.

Southern Wild Smilax, no finer decoration for stores, show windows, churches and halls, has wonderful lasting qualities, put up only in four size cases, by **Carter**.

Case No. 1,	\$4.50	enough to cover wall space of	600 square feet
" " 2,	3.50	" " " "	400 " "
" " 3,	3.00	" " " "	300 " "
" " 4,	2.50	" " " "	200 " "

Evergreen Wreathing , heavy grade, per coil of 20 yards	\$ 1.00
" " " " " 25 coils	" 22.50
" " " " " 50 coils	" 40.00

Holly Wreaths, made of fresh fancy, well berried stock, single wound on wire rings.

Per dozen..... **\$1.50** Double wound, (extra fine) per dozen... **\$2.50**

Bronze Galax Wreaths, Magnolia Wreaths, Evergreen Wreaths, furnished at same prices.

Our Wreathing and Wreaths are made by experts, who have 12 years' experience, and are shipped direct to you from Chicago.

Magnolia Foliage, very fine in decoration, put up in same size cases as Smilax at same price.

Chamaerop Palm Crowns , per dozen.....	\$2.00
Chamaerop Palm Leaves , per 100	2.50
Sabal Palm Leaves , the large kind, per 100	2.50
Mistletoe , well berried, per bushel hamper	2.00
Gray Moss , for lining windows, etc., per sack of 15 lbs.	2.00
Fadeless Green Sheet Moss , free from trash or sticks, per sack of 100 square feet.....	4.00
Laurel Festooning , heavy grade, per yard, only.....	.06

Long Needle Pines

A Beautiful and Novel Decoration. Large, dark, glossy needles and beautifully marked stems; they last for months. Two to four feet high, assorted.

Per dozen..... **\$1.25**
Per 100..... **7.00**

Low Express Rates
Prompt Service



If you have used these greens before, you already know their beauty, if not there is great pleasure in store for you. **Write for Catalog.**

Orders accompanied with the cash, parties can deduct 5 per cent from the bill.

GEO. M. CARTER, Evergreen, Ala.

You Credit Is Good At The New England

A New Department at The New England

EVERYONE THE LEAST BIT FAMILIAR WITH THE MODERN ART OF HOUSEFURNISHING (for it is an art) realizes how valuable at times is disinterested and intelligent advice on color harmonies, the proper arrangement of furniture, the sort of a refrigerator to buy, the relative durability of various kinds of rugs and floor coverings, the way to secure pleasing lighting effects at the least expense, the relative merits of a gas and coal range, the best type of vacuum cleaner, how to get rid of water bugs and cockroaches, and the hundred and one problems which confront the average housekeeper.

WE NOW PLACE AT THE DISPOSAL OF ALL HOUSEKEEPERS the services of a competent man who will, without any expense or obligation on the part of the inquirer, supply the necessary information, either in person or by mail—in a word, we have in this gentleman a true Housekeeper's Friend, and the more generously his services are called for, the better are we pleased.

DIRECT ALL CORRESPONDENCE TO "INFORMATION DEPARTMENT" AT THE NEW ENGLAND," or phone "The New England" Main 5880 or Tri-State Center 737, asking for The New England Housekeeper's Friend; or, if possible, call in person at our store and meet the gentleman in question.

WE WOULD HAVE IT DISTINCTLY UNDERSTOOD that his services are entirely dissociated from our regular merchandising departments, and that we are offering same without "strings" of any kind, all in the interest of "GOOD HOUSEKEEPING."

THE NEW ENGLAND
MARQUETTE AVE. FROM 5TH TO 6TH STREETS

ingness to work, there are no limits the capable display man may not reach. But he never will go ahead very fast or very far if he objects to assuming additional duties that may come his way. The really progressive display man is the one who is always on the lookout for additional duties to assume. There are many ways in which he can make himself useful aside from dressing the windows.

Arthur W. Lindblom, display manager for the New England of Minneapolis, has recently demonstrated a new line of activity for the display man. The New England is one of the largest distributors of house furnishings in the Northwest and it occurred to Mr. Lindblom that a department of advice for customers would be a good thing for the store. Its purpose would be to give intelligent and disinterested advice on all sorts of subjects pertaining to the furnishing of the home and its sanitation. Accordingly he got busy and had built nine model apartments for the purpose of showing how the various rooms of the house can be furnished in various ways. The walls of the rooms are to a certain extent adjustable so rooms of various sizes can be made. In these rooms can be shown any kind of furniture that the customer may care to look at. In one of the rooms Mr. Lindblom has collected quite a library on home furnishing and sanitation. There are books and magazines on furniture, draperies, etc.

Mr. Lindblom is personally in charge of all the details in connection with this new department and it is up to him to be able to answer any question that may be asked, covering almost endless subjects. The information he dispenses varies from how to furnish and decorate a room in the Adam style to how to get rid of moths and water bugs. However, he has various sources from which to get information and most questions he is able to answer right off the reel. Mr. Lindblom does not attempt to make sales as it is advertised that he has no connection with the sales force. But when anyone becomes interested, he or she is turned over to a regular salesman. The ads explain the scheme.

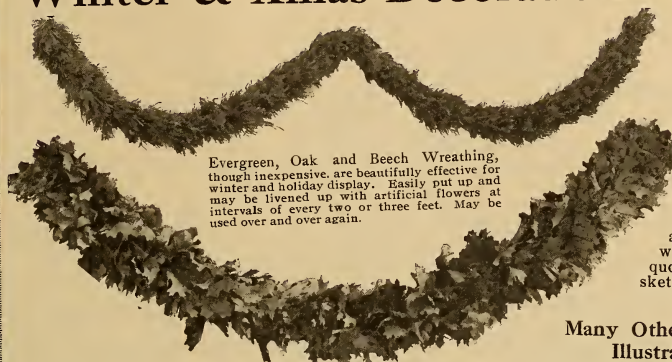


Plate No. 9326. A Telephone Display by Joseph E. Kelly, for Fraser Dry Goods Co., Brockton, Mass.

The purpose of this display was to advertise the telephone system used by this store and to encourage customers to send in orders by phone when it might be inconvenient for them to visit the store in person. The exhibition consisted of a pole line carrying two pairs of iron wires set up according to regular specifications and a switch-board connected with a battery showing a model operator handling calls for the Fraser store. In the middle of the window was a motor which rotated four signs advertising the charges made for telephone service and the low rates for toll calls. To this central motor were attached 35 telephones showing the different departments of

the store reached separately by this service. By an ingenious arrangement with the central motor line, lamps attached to all the instruments flashed intermittently lighting a card, which bore the toll rate to the exchange. The large clock in the middle was run by a motor making both hands move as on a regular clock. The hands moving attracted the eye to the center of the display. The merchandise shown represented almost all of the departments of this store. To carry out the idea, a number of stuffed sparrows were placed upon the line, which extended across the back of the window. This display attracted much attention while it was in.

Winter & Xmas Decoration



Evergreen, Oak and Beech Wreathing, though inexpensive, are beautifully effective for winter and holiday display. Easily put up and may be lived up with artificial flowers at intervals of every two or three feet. May be used over and over again.

PRICES ON WREATHING AND FLOWERS

No. 2109	No. 2110	No. 2111	Unstemmed
Oak Wreathing	Beech Wreathing	Evergreen Wreathing	Flowers
Green, Brown or Red	Green, Brown or Red	In natural green	Wax Mums in Pink, Yellow, Lavender or White
4 inches wide per yard.....	4 inches wide per yard.....	Light Weight per yard.....	per gross.....
15c	20c	15c	\$4.40
6 inches wide per yard.....	6 inches wide per yard.....	Medium per yard.....	Cloth Roses or Poppies in Pink, Yellow or Red
25c	30c	25c	per gross.....
8 inches wide per yard.....	8 inches wide per yard.....	Heavy per yard.....	\$4.00
40c	45c	40c	

A. L. RANDALL COMPANY Wash Avenue at Lake St. CHICAGO
Phone Central 7720

Kindly send me gratis your new book "Decorations for the Display Man". Also put me on your mailing list to receive literature you issue in future.

Town.....

State.....

Name.....

Firm Name.....

Kind of Store.....

To A. L. Randall Co.

Chicago

MRS W 11-15

Mail This Coupon Today

The catalogue will be mailed to you promptly. If you are interested in any special decorations write us and we'll submit quotations and if necessary, sketches and samples.

Many Other Items in Our Illustrated Catalog

You will find things of interest on every page—illustrations, descriptions and prices of new and standard artificial decorations for successful display windows. There are the "Easy Built Trims", the new Randall Art Fixtures, Garlands, Loose Flowers and Leaves, Sprays and Vines of every sort, Palms, Wheat Sheaves, prepared ferns and attractive designs in vases and baskets.

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
431 SO. DEARBORN ST. CHICAGO

How About These?

For Pen and Brush

Mr. Beck, the noted Card Writer in charge of the card writing at the finest store in the world, namely, the John Wanamaker American New System Store of Philadelphia, writes:

"I have given 'Snow White' Water Color a trial and must say it is the Best White I ever used."

For Air Brush

Mr. A. R. Moore, for the Paasche Air Brush Company, writes:

"We have tried out your Special 'Snow White' and find it gives fine results. We believe you have a white which artists, designers, illustrators and engravers will appreciate and use constantly."

I may secure more valuable endorsements for my product than the above—but, "I hae ma doots."

Have you tried out "Snow White?"
Your dealer may now have it.

Booklet sent on post card request

J. W. JOHNSTON

P. O. Box 578

ROCHESTER, N. Y.

Please mention "Merchant's Record"

PRESIDENT, A. J. EDGELL, 29 W. 39th Street, New York.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT

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HARRY HOILE
Birmingham, Ala.

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ED. O'MALLEY
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COMMITTEEJ. E. HANCOCK
Charleston, W. Va.CHM. PUBLICITY
COMMITTEED. B. BUGG
New YorkCHM. EDUCATIONAL
COMMITTEEA. E. HURST
New York

International Association of Display Men

What Is Needed Most?

THE INTERNATIONAL ASSOCIATION is steadily going forward, but at that we must keep on hustling all the time to keep it going on to greater success. What we need most is members. And right now is a good time to start an "every member" canvass. Every member get a new member between now and February first, and it will mean 2,000 members before July first. It can be done. So get busy and get your quota. We are not asking much, and not any more than every member ought to do. One member for you before February first. Will you do it?

There are a good many display men throughout the United States and Canada that would unite with us if they were only asked by some of their friends. We have repeatedly given invitations through the columns of this journal, and have received many responses. Let us renew this invitation to the progressive display men and again extend them a hearty invitation to unite with the I. A. D. M. If you do not care for a general invitation, just drop a card to any of the officers or members and ask them to give you more information regarding the association. Or write the secretary who has all the information at hand, and we will give you a personal invitation in addition to any information regarding this organization.

The president has started a Committee of One Hundred who will make a special effort to increase our membership roll. This is splendid. This committee will not stop at a member each, but will keep right on hustling until the next convention. But let every member now get another member before February first.

The association is now in better condition than ever before. We who have followed its ups and downs for the past several years have much cause for gratification. We now have a goodly number of members in good standing, money in the treasury and prospects the brightest they have ever been.

Our last convention was a great Success with a capital "S." We learned some new things by which we will profit, and the next convention and exposition will be a double success. The last convention was a great surprise to many. And many were the

favorable comments heard regarding our organization. New York gave us a splendid ovation. More merchants and manufacturers visited our exposition than all previous conventions put together. The exposition was by far the best we have ever had.

And the best of all, it paid us a nice profit. How gratifying it is to some of the older members who have seen the hat passed to pay up expenses. In 1913 we made better than expenses, in 1914, the exposition paid us a profit of over \$450, and this year it netted us over \$700. Now, while this is a splendid showing, yet it is not our object to have or hoard up a big treasury. We need funds to push the association work forward. And the more we can get the better we can provide additional educational matter for our members.

We need your hearty co-operation. We need members to build our association bigger, and funds to build it better. The branch associations are all doing splendidly (except one or two). And several new associations have already been organized) since the convention. We will be able to report a goodly number of branch associations before long. Since returning from the convention I have received a nice letter inquiring for information regarding our association and our plans from Mr. George W. Haigh, of Sheffield, England. We extend to our neighbor a hearty invitation to get an organization started in England. Our past president, Mr. Edward N. Goldsman, of London, writes us that he is getting an association started in London. We hope and wish for the success of these two associations. This will give us a grand opportunity to exchange educational matter with our fellow workers in England.

Letters are going out to all our members, and if you have not received one from the secretary it is due to wrong address. Give us your change of address so that we may keep our mailing list up-to-date.

Statements are also being sent out. Some of our members have sent in three dollars. But the dues were changed to two dollars per year, and to all that have sent in three dollars, one dollar is being returned. Only send two dollars for your 1916 dues. Membership is same as before, three dollars. Five dollars will pay the membership fee and dues for one year for new members. And the charter fees were changed to five dollars and the per capita cut

Palmenberg

New York

A CATALOGUE OF UNUSUAL COMPLETENESS AND GENERAL EXCELLENCE IS THE NEW PALMENBERG CATALOGUE NOW IN COURSE OF PRINTING. A COPY IS YOURS FOR THE ASKING, PROVIDED WE RECEIVE YOUR NAME AND ADDRESS IN GOOD SEASON.

J. R. PALMENBERG'S SONS

63 AND 65 WEST 36TH STREET

NEW YORK



No. 727M.

Natural Preserved Adiantum Fern in white with glittering snow effect, very original for Xmas display, used in vases, boxes or branches, this is something that will make a hit for you, large size sprays.

Per 10, \$.65
Per 100, \$6.50

No. 728M.

Natural Preserved Pine Branch, fireproof, in white with snow effect, with 2 Pine cones to each branch, the branches are 24 inches long.

Per 10, \$1.50
Per 100, \$12.50

Preparedness

Don't wait until the last minute, Mr. Decorator. To get Xmas business your window and interior must be decorated to give the proper Xmas effect. Let us show you how by sending for our new Xmas catalogue.

Holly Vines of Muslin, \$6.00 per gross yards, up.

Natural Preserved Beech Branches, 3 to 4 ft., \$6.00 per 100 select stock.

Natural Preserved Holly Wreaths, \$3.00 per dozen up.

Roping of Preserved Foliage, 3c per yard, up.

Adiantum Ferns, large size, per 100, \$5.00.

J. Hartwig Co.

26-28-30-32 Pellington Pl. Brooklyn, N. Y.
Showroom, 24-26 W. 30th St., N. Y.

in two. So the fees and dues are surely not prohibitive, and it will give you an opportunity to solicit many new members and have them unite with the association.

I have received some very encouraging letters from our Chicago program committee and I am safe in assuring the members the best convention and exposition we have ever held. The committee is busy already, and there is to be nothing left undone. We earnestly ask for your co-operation in this, every member get a member. It can be done. Do it now.

And I wish to again call your attention to the offer in our last issue of the MERCHANTS RECORD of the prize offered for a drawing for an official design for our association. See the October issue. Send in a suggestion. Remember the prize is to be paid on the suggestion and not on the perfection of the drawing. Contest is to close January first.

With best wishes for a happy Thanksgiving to all of our members. We have just cause for much giving of thanks this year. Our association is bigger and better. Business is better. Our country is at peace. And there is plenty and prosperity in our land. Give thanks unto God Almighty for His many blessings to us.

P. W. HUNSICKER, Secretary.

Scranton, Pa., Meeting

DISPLAY managers of Scranton, Wilkes-Barre and Binghamton stores dined at the Hotel Casey in Scranton on Friday evening, October 8th, and after dinner formed the "Anthracite Branch" of the I. A. D. M. President A. J. Edgell and Past President C. J. Potter were present and started off the new organization. Officers of the new branch were elected as follows:

President, L. A. Courtemanche, Scranton; vice president, W. A. Duggan, Wilkes-Barre; secretary, L. E. Ryan, Wilkes-Barre; treasurer, George H. Cote, Scranton; trustees, G. E. MacFadden, Joseph Tisi, and A. Brown, all of Scranton.

Mr. Courtemanche of the Cleland-Simpson Company, presided as toastmaster. His work in that capacity was as well done as is his window decorating at the Globe store. George Cote, of Goldsmith's Bazaar, was chairman of the committee which arranged the dinner. He was assisted by Joseph Tisi, of Samter Bros., and Mr. Courtemanche.

Those present were: A. J. Edgell, C. J. Potter of New York; F. A. Stark of Binghamton; L. E. Ryan, Avard Sproul, Joseph Purcell, W. A. Duggan, William Hirshowitz, R. P. Frutchey, J. Fitzgerald, and A. F. Bellou of Wilkes-Barre; George J. Walker, F. J. Hess, H. B. McAndrew, A. Brown, Joseph J. Tisi, J. Fisher, F. Spinney, Peter Kellerman, Roy Heimbach, T. F. Hayes, L. E. Weber, H. F. Compton, Gus Phillips, F. H. Yerke, J. H. Dowd, A. G. Carter, H. J. Danvers, E. Scott, S. Driesen, Morgan Hawkins, G. E. MacFadden, George H. Cote, L. A. Courtemanche, J. J. Lavan, S. D. Ehrlich, W. Martin and R. Mendel of this city.

Dayton Display Men

SEVENTEEN local display men are charter members of the Dayton, O., local of the International Association of Display Men that was organized last month. They are: Louis D'Autremont, with Bert L. Daily; C. L. Blakesley, with the Rike-Kumler Co.; W. L. Winning, with the Johnston-Shelton Co.; Henry Lenz, with the Louis Traxler Co.; A. M. Love, with the Banner Bazaar; L. O. Swadener, with the Louis Traxler Co.; Paul Johnston, with the Walkover Boot Shop; W. H. Lightner and A. E. Auerhammer, with the Patterson Tool & Supply Co.; J. H. Kieswell, with the H. & G. Shoe Co.; L. S. Spear, with the Globe; George Lachey, with Adler & Childs; E. A. Whitney, with the Fair Co.; John Lauber, with the Metropolitan; Ralph Myer, with Bert L. Daily; W. A. Barber and Bert L. Daily.

W. L. Winning was elected president; John Lauber, vice president; Bert L. Daily, secretary, and J. H. Kieswell, treasurer. W. A. Barber, Henry Lenz and L. S. Spear were elected trustees; W. H. Lightner, E. A. Whitman and George Lachey were chosen as a membership committee; Paul Johnston, C. L. Blakesley and E. A. Auerhammer were elected members of the entertainment committee; Henry Lenz, Ralph Myer and A. M. Love were elected members of the publicity committee. All of the members of the new organization are enthusiastic and various interesting meetings have been planned for the coming months.

Twin Ports Display Men

DISPLAY MEN from Duluth, Superior, Virginia and Cloquet, Minn., met recently at the Commercial Club and gave an educational demonstration and stereopticon display. The exhibition was under the auspices of the Twin Ports Display Men's Association.

The feature of the evening was the stereopticon views of the window dressing competition held in New York, at the convention of the International Display Men's Association. Thirty-two windows were shown, each demonstrating a different line of goods. Methods illustrated were explained by a lecturer. Another feature of the program was a demonstration by Duluth display men of methods of window dressing and showcard writing.

J. E. Hopkins of the George A. Gray Company explained the art of proper draping. He demonstrated that the success of the display man is greatly dependent on the method of trimming, and showed a number of methods.

A. E. Ortquist of the Tower Clothing Company of Superior gave a rapid demonstration of card-writing.

H. J. McKie of the Columbia Clothing Company

BLICK'S "MASTER-STROKE" BRUSHES

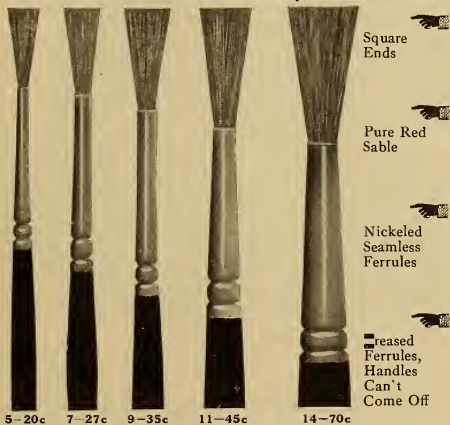


The Card Writers'
"UNIVERSAL
FAVORITE"

"Broke In" When Made
Satisfaction or Money Back

Extra Special
SET OF FIVE
\$1.75
PREPAID

Seven-inch Polished-Black Handles. Nickeled Seamless Ferrules.
GUARANTEED PURE RED SABLE. "Ready for immediate use."



The Card Writers' Supply Co., Galesburg, Ill.
Address Desk M-O for our large catalog.



A new, practical and ideal paper for original and effective and artistic window trimming

Plan now to use it for your

1915 Holiday Windows

¶ Easily applied, rich in appearance and a perfect reproduction of the costly Onyx. Its use is unlimited.

¶ For Window Backgrounds and Floors, Panels, Columns, Dividers, Pedestals, Draping Stands, Scenic Frames, Units, Flower Boxes and other surfaces our Onyx Paper is without doubt the most appropriate and distinctive covering on the market.

¶ Now being used with splendid results by leading display men throughout the country.

¶ In stock in convenient size in many different colors and patterns.

Our New Booklet Just Off the Press

Contains new and original background ideas. Also complete line of samples of all the different patterns of Onyx Paper. Sent free of charge. Write for one to-day.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK.

MEN WHO WEAR KADY SUSPENDERS

are chesty men—they feel good over the shoulder and down the back. And they never forget that a Kady lets them forget they have suspenders on.

Never any hindering; never any chafing; never a tug or a pull—because Kady suspenders are designed correctly for full shoulder comfort.

The Kady Double Crown Roller
The one device that can make suspenders permanently non-hindering and free sliding. This patent feature—which can be imitated but never successfully copied—will pull sales and hold business as easily as a Kady holds a pair of trousers.

Get this Kady trade into your place—it's come again business, worth while for any man. Write us for the Kady Proposition today.

The Ohio Suspenders Co., Mansfield, O.
Makers of all kinds of Suspenders, Belts and Garters.
Catalog and price list sent on request



Use "Artisto" Valances and add "CLASS" to your Store Front

They cost no more than the ordinary kind and you are insured against fading and destruction when cleaning.

Send for our Catalogue and prices or send us a layout of your windows and let us show you our idea of an attractive decoration.

Stock Valances by the Yard at Very Low Prices. :: Headquarters for Puff Shades.

The Window Decorative Works

Dept. K — 1258 W. 4th St., CLEVELAND, OHIO.



Plate No. 9327. An Interior Display by Tom Allan for Phelps-Dodge Merc., Co., Douglas, Ariz.

Here is shown a handkerchief booth and the general scheme of decoration used by Mr. Allen last Christmas. A variety of decorative materials were used to embellish the

columns, and festoons of smilax were used profusely. Red and white poinsettias were also used in large quantities. The colors principally used were red, white and green.



Plate No. 9328. A Display of Handkerchiefs by Tom Allan for the Phelps-Dodge Mercantile Co., Douglas, Ariz.

With a large number of people the handkerchief seems to be the standard Christmas gift. There are probably more handkerchiefs presented at this time than any other line. Here is an unusual arrangement of handkerchiefs. Most of them are shown on squares of cardboard, to which they are

attached by means of pins. Others are shown in various other ways. At the back was a large panel enclosing a landscape, on either side of which was a lattice effect decorated with roses and much foliage. Chrysanthemums were also used in this display.



Make This Xmas the Biggest in Your History

Enliven your displays, by adapting winter scenic panels, impressing that Xmas spirit upon your customers and emphasizing the importance of early shopping.

Send us your name and address today and we will mail you our Christmas circular, of hand air-brushed show cards and scenic panels.

Our work is done by experienced men, who put their best efforts into the many designs which we have to offer you.

On all orders of \$2.00 or over, we will include free, three 1/4 or 1/2 sheet hand air-brushed cards. This offer is to induce early orders, and will be good for a limited time only. Write us today.

223 W. Locust St.

Display Managers Supply

[Des Moines, Iowa



Design "R"

LEARN TO PAINT SIGNS and SHOW CARDS

THERE'S MONEY IN IT



GET brushes and supplies that are selected by men who are practical sign and card writers—men who search the markets of the world where there are thousands to select from and it falls to a man's knowledge and experience to find the best. Don't make your work harder by using poor brushes; it's not the price—it's what you get. For more than 16 years Strong's supplies have been making good. Join the crowd—

Send \$1.00 for Special Brushes

Send us a \$1.00 bill—tell us what kind of work you are doing—we'll send you the best dollar's worth you ever had, "Blue Handle Brand"—and exactly suited to your needs. And ask us for our big new catalog—with "before war" prices—It's free—

THE DETROIT SCHOOL OF LETTERING

Dept. B.2

Established 1899 Chas. J. Strong, Founder
DETROIT, MICHIGAN



No. 690—5 1/2 x 7 Cards
\$3.25 per Doz.
No. 691—7 x 11 Cards
\$6.00 per Doz.
No. 692—11 x 14 Cards
\$8.00 per Doz.
Finished in Nickel, Gun Metal or Oxidized.
Round or Square Bases

ELECTRIC WELDED!



No. 682—\$2.00 per Doz.
6, 8, 10, or 12 inch Standards Base, 4 x 1 1/2 Arms, 7 inch wide
Finished in Gun Metal or Oxidized.

Our Line of Samples Is on Display at

The Five & Ten Cent Exchange—No. 10 West 20th St., New York City. We also show our lines of Wire Display Racks, Easels, Garment Drying Forms and other Wire Specialties.

Write us for our Window Dresser's Supplement!

J. B. Timberlake & Sons

Manufacturers

JACKSON, MICHIGAN

Simple—Is the Word

The Practical Air Brush is so simple in construction, having no unnecessary parts, that it does not get out of order. It goes along day after day doing all the work required by the average cardwriter and sign man.

On account of manufacturing the Practical Air Brush ourselves and in large quantities, we are able to sell it at the astonishing low price of \$7.00 each. Hundreds of men are buying this Brush and finding it a delight to use, after they have had all sorts of annoyances with the ordinary high-priced kind. Send for folder and full particulars.

ECONOMY MANUFACTURING CO.

4755 London Avenue, CHICAGO

Ask us about the Practical Air Sprayer for spraying dyes, lacquers, varnishes, paints, enamels, etc.



Patent Applied For

Note Simplicity of the Air Throttle

showed the other section of card-writing, pen-work. This he declared was an important adjunct of show-card writing, for to do the first successfully a practical knowledge of pen-work must be had.

The last demonstration was that of window dressing, given by J. F. Gillespie of the Smith Shoe Company, and Edward Baibo of the Wieland Shoe Company. They showed that neat simplicity was more effective than overcrowding, for the effect is lost where the public is shown too much.

§ §

The New Flood Lighting

THE architectural beauty of most buildings is lost after nightfall, although various means have been used in the past in an endeavor to accentuate it. Foremost among these methods has been the plan of outlining the building with lamps—and may be likened to lighting the frame and not the picture. It is probable that in some instances a combination of the two will be used.

A reflector manufacturer has just developed a silver mirrored reflector which will prove a tremendous help in developing this promising field of flood lighting. It overcomes the weaknesses of the old style polished metal reflector, in that it is practically permanently efficient. The special heat resisting backing successfully withstands the very high temperature developed by the lamp, thus positively protecting the silver reflecting surface from deterioration. The life of the polished metal reflector is short indeed when exposed to high temperatures and the corrosive action of the atmosphere. Consequently its use for flood lighting purposes is expensive, due to the high cost of upkeep and renewal. The projector unit practically eliminates this expense and therefore places flood lighting within reach of every building owner who wishes to use this attention-compelling publicity or to add a thousandfold to the beauty of the building at an insignificant expense.

This unit it made without corrugations, which, of course, are undesirable for this purpose. It is designed for use with the Mazda stereopticon lamps of 100 and 250 watt sizes, and gives a very high degree of concentration, and at the same time produces a uniformly illuminated field. Various degrees of concentration may be secured.

With the 250-watt lamp at the focus the main beam has a divergence of 12° and a maximum apparent candle-power of 67,750; with the lamp moved forward $\frac{1}{4}$ inch in the reflector, the divergence of the main beam is increased to 20° and the maximum candle-power correspondingly reduced to 28,400. The reflector is designed to utilize the maximum percentage of the light flux from the lamp in the main beam and at the same time keep down the dimensions of the reflector within practical limits.

Some of the uses for which flood lighting is

bound to become popular are for the illumination of the exteriors of public buildings, statues, and monuments. In a commercial way the advertising value of signs located in inaccessible positions may be doubled by installing some of these projector units at readily accessible locations, and flooding the signs with a strong light. For show-window illumination, the projector may be used to throw a spotlight on a form or figure which it is desired to emphasize.

Lighting from concealed sources means the concealment of the brilliant lamps and the practical elimination of glare; and the flooding of the whole front of a building with a brilliant light from hidden lamps the same as store windows are now generally illuminated is the latest variation of "illumination from concealed sources."



FLOOD LIGHTING ON THE WOOLWORTH BUILDING.

The celebrated engineer, Mr. W. D. A. Ryan, and the engineering department of the General Electric Company have applied the principle of flood lighting, to obtain the marvelous lighting results of the Panama-Pacific Exposition.

Mr. H. H. Madgsick, the well-known engineer of the engineering department of the National Electric Lamp Association, Cleveland, in working out the details of illuminating the tower of the Woolworth Building, New York City, achieved an equally remarkable success. It was for this building that the projector reflector was developed and the illustration shows how effectively 600 of these units illuminate the tower.



Are you in the Ber-Zer Contest? \$25.00 Free. New Xmas Scenics

For your Holiday Displays

Send at once for our new Xmas Circular showing many new designs in Scenics and Air Brush Blanks

BER-ZER STUDIO
DAYTON, OHIO

Brushes and Supplies for Card Writers

XMAS PRICE TICKETS
Hand colored . . . 60c per 100
SCENIC DECORATIONS
and Initial Panels for cards, made on gum paper, hand colored, 10c per Doz.
SPEED BALL PENS
5 Sizes with Book of Alphabets . . . \$1.00
Send Your Order Today



Talk about Holiday Displays

You can't find two more appropriate and trade-pulling forms than those shown here.

Better order some NOW before you forget. Well?



No. 99
Posture Form.
Neck, bust and legs
durably covered
with skin color
guaranteed
enamel. \$12.50

Our catalog
is free—
want one?

B. Brager & Sons
49 CROSBY STREET

one block east of Broadway, between Broome and Spring Streets

NEW YORK

No. 55
Skin color guaranteed enamel covers the neck, bust and arms... \$5.50
Without arms..... 3.85

Do You Want to Have the Most Effective Show Cards in Your City or Town This Coming Christmas?

If So, Here Is the Secret.

"SPECIAL"
For all Pens.
Art Brushes
and
Air Brushes



"REGULAR"
For all Card
Writers' or
Sign Makers'
Brushes

Use "Snow White" Water Color on Holly Red, Green or Scotch Gray Cards, and sprinkle Silver Flitter or Ground Glass on the "Snow White" before it dries. Add a Spray of Artificial Mistletoe or Holly Berries in upper right hand corner. Hundreds will talk about those cards, mark my words.

Place orders early with your dealer or direct.

Booklet on Post Card request.

J. W. JOHNSTON

P. O. Box 578

ROCHESTER, N. Y.

Please mention "Merchants Record"

Holiday Displays

Here are a few of the subjects treated in connection with holiday displays:

Holiday Backgrounds—Making Tissue Paper Bells and Flowers—How to make an illuminated Holiday Sign—How to make Motors for Christmas Displays—Electrical Work for Holiday Windows—How to make an Illuminated Electric Fountain—A Mechanical Ship—Imitation Snow Storms—Interior Holiday Displays—Hundreds of other Suggestions

The above suggestions are a part of the contents of our book "The Art of Decorating Show Windows and Interiors". This book is of great value to experienced decorators, and certainly indispensable to beginners in the art.

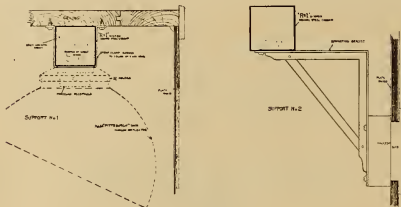
Shipped anywhere upon receipt of \$3.50, charges prepaid.

THE MERCHANTS RECORD CO., Publishers 431 S. Dearborn St. CHICAGO

For Our Advertisers

New Window Lighting System

A new and greatly improved system of wiring for show window lighting has just been perfected and placed on the market by the Pittsburgh Reflector & Illuminating Company. This system consists of wiring and reflectors mounted on square steel tubing with a lap seam and of 20-gauge metal, giving thorough mechanical strength and protection to the electrical wires which are run through its length. At intervals are inserted in one side of the tube the lamp receptacles of porcelain and carrying the holder to support the reflector. A single set of screws at each receptacle securely fastens the receptacle in the tube. At the ends of the tube are end pieces for the closing or boxing in of the wiring, one end being provided with openings for entrance of the circuit wires. The tube usually comes in 8-ft. lengths. For windows over 8 ft. the lengths are



CROSS SECTION OF CONDUIT.

joined by suitable lap joint of proper mechanical construction to insure rigidity and tightness. The tube is finished in black enamel, both inside and out, preventing rust.

The system is ready to install and is designed to enable the merchants in lighting show windows, to order, at low cost, a complete equipment, which will be delivered, ready to install, with all necessary fittings to take the reflectors and give correct lighting. The connection of the conduit to the lighting circuits in the building is readily made and understood by the local house-wireman or electrician and entails a very slight expense as compared with their doing the entire wiring.

In ordering, the customer merely sends the dimensions of his window, the kind of merchandise displayed and other information as required by the maker's information blank. This is all the merchant needs to consider. The manufacturer then uses this data in laying out a satisfactory system and sends estimate showing exactly what his recommendations are and cost of system such as is proposed. The entire construction is of an approved design, meeting the requirements of electrical inspection and is a thoroughly mechanical and electrical make-up in every way.

This type of construction can be used to advantage in rug rack lighting, picture lighting and similar places, and will be found the most economical, satisfactory lighting of its kind on the market. The reflector used is the celebrated "Pittsburgh" reflector, which stands without an equal in the matter of correct lighting of the show window and is guaranteed for highest efficiency and durability.

The purchasing of equipment under this system insures that the reflectors will be placed correctly, at the proper height and on the proper centers and that the

correct reflector will be used to give efficient, economical and correct lighting in the particular window for which the equipment is ordered.

Prices on the new system necessarily vary for each window. Experience shows that prices on this system are approximately 30 to 40% lower than construction ordinarily used. It should be borne in mind that in addition to the lower price the merchant is getting absolutely the correct and proper lighting for the window.

§ §

Decorative Papers

The display man of today is indeed fortunate in the many handsome new decorative materials that are at his disposal at moderate prices, but which were altogether unknown a few years ago. Decorative papers, for example, were practically unknown a few years ago, yet the display man of the present time would find a hard time in getting along without them. Decorative papers suitable for use in show windows can now be had in a wonderful variety of patterns. An especially varied and attractive line of such papers is carried by the Doty & Scrimgeour Sales Co., 74 Duane St., New York. This company makes a specialty of paper for the display man, and the line is so varied that even the most particular decorator is pretty sure to find exactly what he wants.

One of their papers is a remarkably faithful reproduction of velour. It has the same soft appearance, and the colors are exceedingly rich. When pasted on a wall it is very difficult to distinguish from real velour. It is especially fine for covering panels and is easy to handle. Other papers are in decorative patterns showing checks, stripes, floral designs, etc. Samples of a large variety of these papers will be sent to display men for the asking.

§ §

For Card Writers

The Card Writer Supply Company, Galesburg, Ill., have just issued a special circular featuring their new Christmas show cards, holly ornaments, lettering pens and a few numbers of their famous "Master-Stroke" brushes, which need no comment to the readers of THE MERCHANTS RECORD AND SHOW WINDOW. This is a very interesting circular, which will greatly help the card and sign writer in his Christmas Show Cards. It will be sent free by addressing Desk M.

§ §

The Smeby School

The Smeby School which, as the Twin City School of Window Dressing, was established in 1908, has moved into new and larger quarters in Minneapolis. The change was made necessary by the growth of the institution which has been progressing steadily under the management of the Smeby Brothers.

The Smeby School's success is largely due to the careful system of personal instruction that is given each student and which has served as a stepping stone to a host of students. The instructors are practical display men, who have served for years in some of the leading stores of the Northwest, and the methods taught are the same methods used today in the best metropolitan stores. In the new school the facilities for teaching are even better than before, there is an abundance of room and the equipment includes complete stocks of merchandise, which permit each student to make regular displays of any line of men's or women's wear. A catalog that has recently been issued by the Smeby School contains a great deal of information that will prove highly interesting to every young man who is contemplating a course in window display.



NOTE THE SIMPLICITY OF THIS PITTSBURGH WIRING SYSTEM.

AN "S. O. S." FOR XMAS BUSINESS

DAILY TO THE RESCUE WITH HIS BEAUTIFUL
**SCENIC PAINTINGS AND
AIR BRUSHED CARDS**

executed by his corps of master workmen.

Don't put it off another day. You haven't time. Get "a lead" on the other fellows. Have the most attention-compelling windows in your city.

For holiday trade, street car cards are excellent as a medium of advertising, because Xmas shoppers must use the cars to get to the shopping centers. You should use our attention-compelling HAND AIR BRUSHED CARDS (for street cars).

Write today sure to our Dept. 17 for illustrations and prices. It will mean business for you.

BERT L. DAILY, Rauh Bldg., Dayton, Ohio



Smilax, the Decoration Beautiful

You older display men can remember the first Smilax you ever used for your window and store decoration. You will also recall that this Smilax came from "Caldwell."

"Yes, I Am the Man Who Put the Smile in Smilax"

My boys are right now gathering the superior growth of Smilax out on my own private preserves. The plentiful rains have given me a mighty luxurious crop this year.

Smilax an Economical Decoration

If your appropriation for decorating your windows and interior is cut down this season, my Southern Wild Smilax will come within your appropriation, and probably give you the best-looking decoration you have had for sometime. Just figure out about how many square feet you will have to cover, and order a case to fill your wants according to the price list, as follows:

Case No.	Covers Approx.	Weight	Price
1	100 sq. feet	15 lbs.	\$1.00
2	200 sq. feet	20 lbs.	2.00
3	300 sq. feet	25 lbs.	3.00
4	400 sq. feet	30 lbs.	3.50
5	500 sq. feet	40 lbs.	4.00
6	600 sq. feet	50 lbs.	4.50

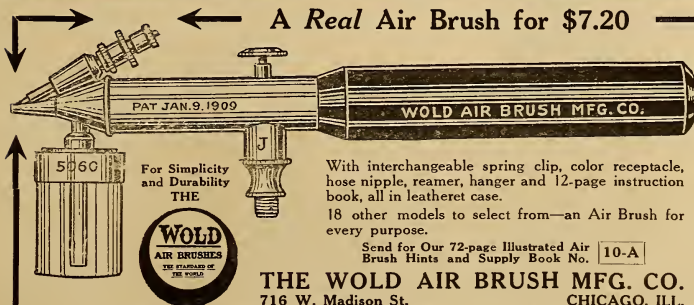
When you think of my Smilax, remember I can also supply you with Long-needle Pines, Palm Leaves, Grey Moss and Fadeless Green Moss at hard times Prices.

Caldwell, The Woodsman

Evergreen, Alabama



A Real Air Brush for \$7.20



For Simplicity
and Durability
THE



With interchangeable spring clip, color receptacle, hose nipple, reamer, hanger and 12-page instruction book, all in leatherette case.

18 other models to select from—an Air Brush for every purpose.

Send for Our 72-page Illustrated Air Brush Hints and Supply Book No. 10-A

THE WOLD AIR BRUSH MFG. CO.
712 W. Madison St. CHICAGO, ILL.

Bisbee, Ariz.,
Oct. 9, 1915.

Dear Sirs:—

Kindly send me your color card for the Air Brush colors.

I have used your Air Brush now for two (2) years and I sure use it, too and have had no trouble with it.

I have seen other display men have other makes and always had trouble with them. The brush I have is Model "N" and is sure good for many years more. I remain

Yours very truly,

Victor Dallan,
Display Man.

Form Feet

One of the problems connected with the use of wax figures has always been the feet. The feet are as essential to a wax figure as are the hands or head, but it has been a difficult matter to produce feet that would "stand up," either literally or figuratively. Display managers will be pleased to know that form feet have at last been produced that will serve the purpose of real feet, that is, feet that will support the figure in a natural position without the use of an unsightly brace or prop. Such feet are made by the Buckeye Fixture Co. of Cleveland, O. The Buckeye Form Feet are a really ingenious invention. They have several simple adjustments that enable the display man to place them in any natural position and they serve as a substantial self-balancing base for the figure. A tilting attachment permits, by the simple turning of a wheel, the tilting of the figure to any angle, thus getting perfect balance and correct poise. Another commendable feature is the adjustability of the heels. By turning a screw the feet may be fitted with shoes having heels of any height, from the lowest to the highest.

An extensible standard that fits any form rod is supplied with every pair of feet. The feet are attached to the standard in such a manner that they can be turned at any angle in walking or standing pose. The Buckeye Fixture Co. makes also a complete line of wax figures and other figures. Their advertising literature is well worth sending for.

New Holiday Scenics

We are in receipt of an unusually interesting holiday circular from the Ber-Zer Studio of Dayton, Ohio, showing many new ideas and attractive designs in Christmas scenics and air brush cards which cannot fail to leave the impression with the display man and card writer that their lines are most complete. This circular should be in the hands of every display man.

They are showing several new features this season, among which the most interesting are the Santa poster panels and the transparent scenics. The air brush card designs are all new and very artistic being made in the bright holiday colors and any one ordering may feel assured that they are getting no leftovers.

Although the Ber-Zer Studio is the infant among the supply houses furnishing scenic decorations, etc., for window displays, having entered the field only a few years ago, they have in this short time forced their way to such an extent that they have supplied the scenic decorations for many of the largest stores in the country.

They are ready and willing to answer all inquiries and offer suggestions and will be glad to submit estimates on your holiday scenic decorations.

Aisle Display Tables

Display tables for placing in aisles are a practical necessity in nearly every store. They add to display space and are a wonderful help, not only during special sales, but every day in the year. For the holiday season, when every inch of selling space must be made the most of, aisle display tables are indispensable. An unusually good line of these useful fixtures is manufactured by the Oscar Onken Co., of Cincinnati. They are made in a variety of heights and sizes and all of them are sufficiently attractive in appearance to be worthy of a place in the finest store. This company has recently issued a catalog featuring aisle tables and a considerable variety of other wood fixtures. It is a catalog that every display man will find it worth while to write for.

An English Branch

Owing to the fact that many foreign inquiries are being constantly received regarding their outfits for cleaning and retouching wax figures, the Harrisburg Wax Figure Renovating Co. have arranged to open a branch in Manchester, England, where the outfits will be manufactured, and from which office all foreign shipments will be made.

This renovating outfit is meeting with wonderful success, and is now used by the largest department stores in every state in the union. The recent shipments made by this concern embraced Honolulu, Bergen, Norway; Svenborg, Denmark; and Durban Natal, South America. Their foreign office will be opened about November 10th, and will be located on Little Lever street, Manchester, Eng.

An Interesting Circular

An interesting mail order circular is being sent out by the Barlow Company of Holyoke, Mass. It shows a considerable number of their well known store display devices, and the prices are such as to appeal to every practical merchant or display man.

PRESIDENT EDGELL has been in New England and reports that prospects of branches in Boston, Mass., and Providence, R. I., are very good. Bridgeport, Conn., is interested and will probably organize a little later. Mr. Samuel Friedman of the Executive Committee and president of the Birmingham branch, is interesting the display men of Bristol, Tenn., in organizing.

A HALLOWE'EN celebration was held by the merchants of New Castle, Pa., and prizes were given for the best show window displays. Thirty dollars was the first prize, \$15 the second and \$5 the third. Practically all of the merchants in the city co-operated to make the contest a success. The same plan was carried out in various other cities.

IN SOME CITIES merchants associations are helping members to develop local parcels post trade in a co-operative way. On one day each week the local newspapers publish a "Parcels Post Special," that is widely circulated throughout surrounding territory. In this special edition merchants publish parcels post advertisements and make attractive inducements to correspondence shoppers.

IT GENERALLY HAPPENS that the retailer who makes the most noise about mail order competition is the one who does the least to deserve the trade of his neighbors. People as a rule will buy where they think they get the best values and those who buy from the catalog house do so because they have been convinced that they are thereby securing more for their money. The local merchant can beat mail order house values in nearly every instance if he cares to do so. It is up to him to advertise intelligently and convince his possible customers that his goods and prices are right.

Statement of the ownership, management, circulation, etc., required by the Act of August 24, 1912, of Merchants' Record and Show Window, published monthly at Chicago, Illinois, for October 1st, 1915. Editor, Thomas A. Bird, 431 So. Dearborn St., Chicago, Ill.; Managing Editor, Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Ill.; Business Manager, Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Ill.; Publisher, Merchants Record Company, 431 So. Dearborn St., Chicago, Ill.; owners: (If a corporation, give its name and the names and addresses of stockholders holding 1 per cent or more of total amount of stock. If not a corporation, give names and addresses of individual owners.) An Illinois corporation, Joseph F. Nickerson, 431 So. Dearborn St., Chicago, Ill.; Helen G. Curtis, Oak Park, Ill.; Geo. H. Lamberton, 431 So. Dearborn St., Chicago, Ill.; Charles A. Ward, 31 W. Lake St., Chicago, Ill.; H. C. Maley, 1317 E. 71st Pl., Chicago, Ill. Known bondholders, mortgages, and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities. (If there are none so state.) None. Signed: George H. Lamberton, Business Manager. Sworn to and subscribed before me this second day of October, 1915. Marie L. De Bost, Notary Public. (My commission expires May 20, 1919.)

Ready Now
The Little Word of Bettercraft
"Speedball" Lettering pen
THE BROAD-STROKE
 Complete Set
5 Sizes \$1.00
 including 40 page book of Alphabets-Designs-instructions etc.
 Ask your dealer for the G.A.G. Speedball
 Gordon & George Boston Bldg. Seattle Wash.

This is the Original SPEED-PEN
 And the only one with the G.A.G. double reservoir automatic ink feed for black-white or opaque colors.
 One Alert will be Style D' 3 Round Point "Speedball" also fitted with our double reservoir.
Watch for the Announcement

PAPERS
 for Windows and Interiors
 Strips, Squares, Marble, Holly, etc.
 Velour Paper, Something New
 Exact Imitation
 Suitable for Xmas Decorations
 Send for Samples TODAY
Doty & Scrimgeour Sales Co.
 74 Duane Street New York City


TAKE INVENTORY EASY



SEE YARDS RIGHT THERE
 NO BOOK TO REFER TO NO FIGURING TO DO
 Get This on Approval
 Measures Cloth, Laces, Trimmings and Ribbons without unwinding
Putnam's Improved Cloth Chart
 Price \$10.00 Parcel Post on Approval
 Dept. W THE A. E. PUTNAM CO., Washington, Ia.

FOR WINDOWS and BACKGROUNDS USE
Silk Plushes, Velours, Felts, Cretonnes, Tapestries and Sunfast Draperies
 Write for Samples and Prices
F. A. RAUCH & CO.
 410 South Market Street, CHICAGO, ILLINOIS

WANTED
 More subscriptions and advertising for
THE ADVERTISING WORLD
 This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to divers lines of trade. Subscription price \$1.00 a year. Stamp for sample.
THE ADVERTISING WORLD, Columbus, Ohio




UNIVERSAL RAT AND MOUSE CATCHER
Caught 51 Rats One Week
 Trap resets itself. 22 inches high. Will last for years. Can't get out of order. Weighs 7 pounds. 12 rats caught one day. Cheese is used, doing away with poisons. This trap does its work, never fails and is always ready for the next rat. When rats and mice pass device they die. Rats are disease carriers also cause fires. Rat catcher sent prepaid on receipt of \$3. Mouse catcher 10 inches high \$1. Money back if not satisfied.
H. D. SWARTS,
 Inventor and Manufacturer Universal Rat and Mouse Traps,
 Box 566, Scranton, Pa.

Work Done on the Premises Renovating and Repairing
SAM. E. GUMBINNER, WAX FIGURE ARTIST
 Oil Colorings—Lasting
 I Visit All Sections of the United States Semi-Annually
 Write Me
 Endorsed by the
 Display Managers and Window Trimmers Associations
 581 W. 161st Street NEW YORK CITY



A Revolving Display Table in Your Window
Will Bring Business
 Write for catalog of Tables, Counter-shafts, Pulleys, Reducing Gears, etc.
WINFIELD H. SMITH
 8 Lock Street Buffalo, N. Y.

Adjustable Reflector for Show Windows
 Especially designed for use with The Tungsten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.
American Reflector & Lighting Co.
 517 Jackson Boulevard, Chicago





The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

You Can Do Better Work With the Fountain Air Brush

**The Original Pencil-
shaped Air Brush**

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago



FREE

Samples

of

SHO-CARD

BOARDS

(DULL FINISH)

sent upon request.

These excellent boards are made for *you* — "Mr. Sign Writer"

Factory Prices — Prompt Shipments

HURLOCK BROS. COMPANY
3436-38 Market St. PHILADELPHIA
3435-39 Ludlow St.

Insoluble, Non-lifting Surface
Quickly Dries
Excellent for Air Brush Work

Write To-Day

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1915 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son
Dept. R., 298 Pearl St. NEW YORK.



Set This Sign Holder at Any Angle

Can be used low in the window or high on the ledge
Signs always easily read
The method of adjustment is new and simple
Plenty of other practical fixtures shown in our catalog



THE BARLOW COMPANY

NEW YORK
724 Broadway

79-B Race St.
HOLYOKE, MASS.

BOSTON
78-A Essex St.

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

WANTED—Advertiser and Window Trimmer for large Wisconsin department store. Only men of practical experience who are combination men will be considered. Submit samples; photos of work, etc. Address Box 256, care Merchants Record and Show Window.

POSITION WANTED—Window trimmer with experience wants position in a dry goods store where ladies' ready-to-wear is carried preferably. Can also write cards. Reference, Koester School education. Address Box 255, care Merchants Record and Show Window.

POSITION WANTED—Window dresser and card-writer, men's wear. Practical electrician and repair man. 28 years old; married. Absolutely sober and reliable. Over five years with present firm. Best references. Will go anywhere on trial. Address R. C. Balzer, 1021 North 2d St., Nashville, Tenn.

POSITION WANTED—A first-class all around window trimmer and card-writer who paints own scenic backgrounds desirous to change after first year with first-class department store only, as head decorator or display manager. West or Northwest preferred; photos; best of references. Address "First-Class," care Merchants Record and Show Window.

FOR SALE—Fine Tiff crystals for new trims and for resurfacing used and scarred backgrounds, pedestals, etc. Very brilliant. \$4.00 per 100 lbs. will cover 200 sq. ft. Sample on request. Diamond Crystals Co., Joplin, Mo.

FOR SALE—The Original "Polar Bear" Mechanical Novelty. The same that Gimble Bros. used for two holiday seasons to deliver 5c and 10c packages to the customers. It cost us \$1,000 to import from Nuremberg. You can buy it for \$350.00 F. O. B. Seattle. A splendid mechanical novelty, showing a northern grotto and six white polar bears, who deliver Christmas packages as they are purchased. The children go wild with delight over it. Full particulars, write Advertising Department, the Bon Marche, Seattle, Wash.

FOR SALE—Decorative window backgrounds—216 running feet—high-class architectural scenery, representing the features of the San Francisco Fair, such as "Court of Four Seasons," "Tower of Jewels," "Festival Hall," etc., cut out for transparent and light effects. See write up in "Signs of the Times," October issue. L. Klein, Chicago.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.



With This Outfit — You Can Clean and Retouch Your Own Wax Figures
Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools, Instructions.
Outfit without formula - - \$3.00
Outfit including formula - - 5.00
Harrisburg Wax Figure Renovating Co.
Catalog free 335 Crescent Street, Harrisburg, Pa.

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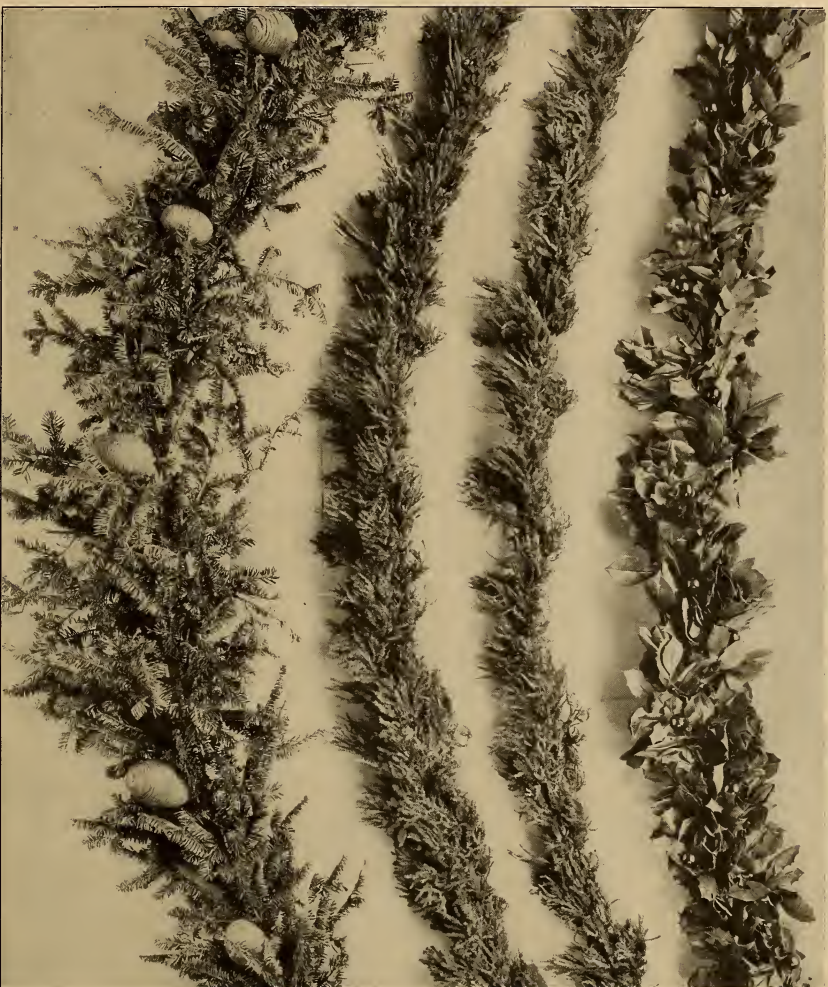


XMAS ROSE

For Window Background, this beautiful design can be furnished in any color, say solid red, or white sprayed with red, green or yellow, to match your window.

*Our Xmas catalogue No. 401 contains
various patterns. Free for the asking*

Frank Netschert Company, Inc.
61 Barclay Street NEW YORK CITY



Free for the asking

Our Xmas Catalogue No. 401, containing a full line of artificial and natural prepared roping, garlands, branches, wreaths, pointias, etc.

**Frank Netschert
Company, Inc.**

61 Barclay Street
NEW YORK



Special Valance No. SA—Design patented

Show Window Valances

Your show windows give the first and most important impression of your establishment. They are the keynote of your prosperity and you owe it to yourself and to your business to make them as attractive and profitable as possible.

Well designed and carefully made valances impart an air of warmth, dispel the harsh commercial aspect of the store front and elevate the tone of the whole establishment.

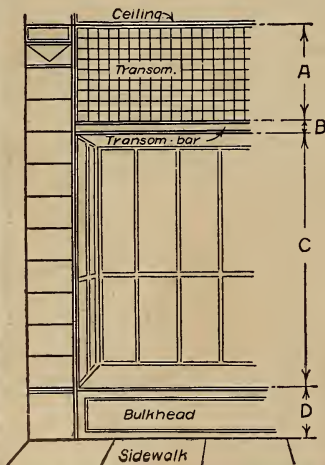
Aside from the decorative value of valances, they provide an excellent means of concealing window reflectors and are infinitely more distinctive than painted signs.

These beautiful draperies can be made in any combination of colors and fabrics and at prices you can well afford to pay.

Our Folder of Valance Designs

(In Actual Colors)

Will be mailed to you without charge or obligation if you will detach and send us the measurement blank below. A sketch or photo of your store front will help us in making intelligent recommendations for your windows.



- (a) Height of Transom Glass Ft. Ins.
 (b) Width of Transom Bar Ft. Ins.
 (c) Height of Window Glass Ft. Ins.
 (d) Height of Bulkhead Ft. Ins.

Is Ceiling of Window at Transom Bar or at Full Height of Store?

Are Window Reflectors Installed at Transom Bar or Ceiling?

If Lettering or Painted Signs are Used on Window Glass, Give Position of Same.

If You Use Monogram or Trade Mark, Send Illustration of It.

NOTE—On separate piece of paper draw rough floor plan of your store front, showing relative position of windows and width across front glass of each.

NAME

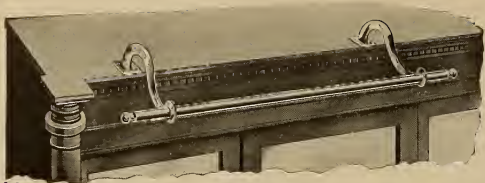
CITY STATE

CURTIS-LEGER FIXTURE CO.

237 WEST JACKSON BOULEVARD
CHICAGO

Merchants Record *and* Show Window





Cabinet Cornice Rails

Full details and prices on application
If interested we shall be glad to quote
Send for our Catalog—it will interest and help you

The
Norwich Nickel & Brass Co.
Norwich, Conn.

New York
712 Broadway

Boston
26 Kingston St.



At Last Mr. Merchant Your Show Window Lighting Problems Are Solved!



Typical view with 100-watt Reflector (No. 50) on 18-inch centers—
all wires enclosed in steel tubing—3 feet of lead
wires at end for connection.

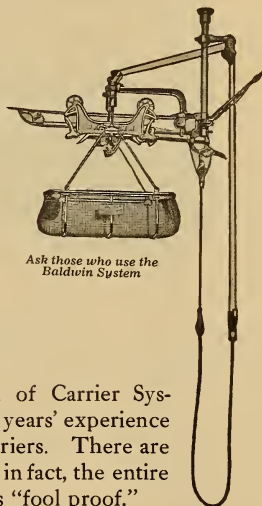
Here is a lighting system which comes complete ready to put up—just screw in place and connect end wires. Comes in any length, any spacing—and at a big saving in cost, and best of all, the **Celebrated Pittsburgh Reflectors** are supplied with this system—unequaled for uniform light distribution and guaranteed for highest efficiency and durability. These reflectors can be used with either nitrogen or tungsten lamps by using our special holders. Your equipment is always up-to-date.

Write us for booklet

PITTSBURGH REFLECTOR & ILLUMINATING CO.
3117 Penn Street PITTSBURGH, PA.

YOU HAVE TO LIVE

with your Clerks and Carrier System and it is well to have both working smoothly and harmoniously, in order to give your customers quick service, which is demanded in these days of keen competition.



Ash those who use the
Baldwin System

The Baldwin Flyer CASH AND PACKAGE CARRIER

is the highest development of Carrier Systems; a result of over twenty years' experience specializing on wire-line carriers. There are no parts to get out of order, in fact, the entire construction is so simple it is "fool proof."

It is the greatest advance in carrier construction in years and when equipped with our

Ball-Bearing Wheels

and "no tear" rim Baskets you will have a system with no "come backs."

Baldwin ball-bearing wheels are made right—no oil is required, nothing to damage goods and collect dust.



Our Over-Shoot

operates to the second floor into the most remote corner, as it will turn a curve after it gets up there, if necessary; can be sent with great speed easily, and is noiseless.

Our Up-Shoot

is the reverse of our over-shoot. These are the only successful carriers of their kind and require no added expense for power.

Investigate the most important part of your store equipment

Do your carriers need overhauling? See what Baldwin can do for you on an exchange. Don't be bothered with defective store service. Baldwin Carriers will give you absolutely the most perfect service possible to obtain.

Write us today

See our latest improvements

James L. Baldwin Carrier Co.

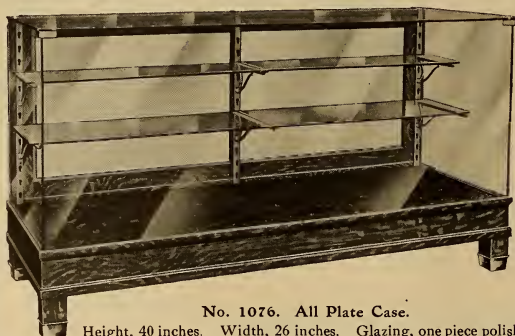
352 W. Madison St., Chicago

One Block East of New Northwestern Railroad Station

Agents in the Principal Cities—Address Home Office

Hugh Lyons & Company
Lansing, Michigan

311-315 Jackson Blvd., Chicago
35 W. 32nd St., New York



No. 1076. All Plate Case.

Height, 40 inches. Width, 26 inches. Glazing, one piece polished plate top, front and ends, with all exposed edges ground and polished. Doors glazed with D. S. A. glass, and are furnished with recoil springs and rubber bumpers. Floor is paneled and made of same material as outside of case. Legs are 3x3 inches and 6 inches high, provided with brass caps and leveling devices. Interior has two polished plate glass shelves, 10 and 12 inches wide. Material is quarter sawed oak or birch mahogany finished to suit. Shipped K. D. Weight 75 pounds per foot. Cases 4-, 5- and 6-foot, have two doors. Longer have four doors.

Price, complete, per foot, \$11.25

We Manufacture

Everything in Metal and Wood Display Fixtures, Papier Mache Forms, Wax Figures, Clothing Cabinets, Triplicate Mirrors, Window Dividers, Store Stools, Show Cases, Outside Display Cases, Etc.

Write for Catalogues and Prices

Have you received your copy of latest issue of "COMPLETE DISPLAY" our beautiful new magazine?



This Shirt Waist Display Rack is the newest addition to our line. The top circle revolves on the standard and will hold 50 Shirt Waists.

We make a special hanger for use with this rack which keeps the waist in excellent condition.

Price, No. 949, complete \$6.50

Special Hangers, per 100 3.50



Last Call

for Your Xmas
Decorations

*If you have not received
my Xmas Catalog No.
330, write for it*

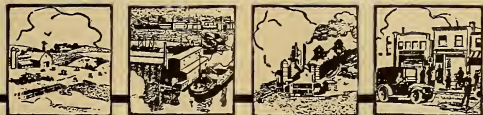
Carl Netschert

ART FLOWERS

12 No. Michigan Ave.

4th Floor Ward Bldg.

Chicago, Ill.



Business is booming!

Dayton, Ohio.

Merchants everywhere tell our 800 salesmen that business is booming.

Farmers have had two record crops, at big prices, with big demand at home and abroad.

Stocks of manufactured material are short, and labor is in great demand.

Exports largely exceed imports.

Factories are busy, many working overtime.

More freight cars are needed, and steamers are taxed to capacity.

People are living better, and spending their money more freely.

This country has the best money in the world, and more of it than ever before.

Such a combination of favorable circumstances never has occurred before, and probably will never occur again.

Billions of dollars are passing over the merchants' counters.

The people who spend this money want the best service.

They demand it in all kinds of stores, from the smallest to the largest.

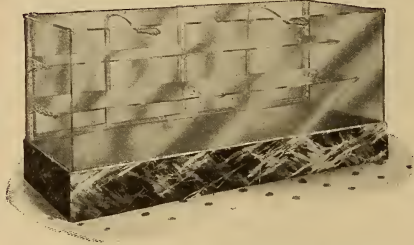
They get it in stores which use our up-to-date Cash Registers, which quicken service, stop mistakes, satisfy customers, and increase profits.

Over a million merchants have proved our Cash Registers to be a business necessity.

[Signed]

Write for booklet to
The National Cash Register Co.
Dayton, Ohio.

How Long Have Your Show Cases Been on the Job?



This is not a personal question, but the fact is, hundreds of stores are in the following predicament and don't seem to know it:

They started out years ago with the finest store furniture money could buy. Their merchandise is just as good today as it ever was. The "furniture" has never been changed.

Meanwhile, store equipment has been steadily improving from year to year. Other things being equal, the store that has the best show cases, and consequently the most attractive merchandise display, is in line for the business.

Mind you, we don't know that your show cases need replacing. It only occurs to us that they may. In any event, Catalogue 22 may give you an idea that you can turn to account. We'll send you a copy on request.

Quincy Show Case Works Quincy, Illinois

Pittsburgh, Pa.,
949 Penn. Ave.
Wichita, Kan.,
301 Beacon Bldg.
Dallas, Texas, 406-408 S. Lamar St.

Jacksonville, Fla.,
116-118 E. Forsyth St.
Oklahoma City, Okla.,
208 N. Robinson Ave.
Dallas, Texas, 406-408 S. Lamar St.



As this is the HOLIDAY ISSUE So LIGNINE (WOOD) CARVINGS are the HOLIDAY TRIM

It will PAY YOU WELL to carefully consider the USE of LIGNINE (WOOD) CARVINGS as the ornamentation of your HOLIDAY WINDOWS.

At this Season of the year you want BEAUTIFUL WINDOWS. LIGNINE (WOOD) CARVINGS will help you CREATE THEM.

If you carefully study the designs shown in our catalog, they will SUGGEST to you, Ideas which when carried out on the Backgrounds and Screens will make your Windows Striking—Windows Beautiful.

Policemen may be called to keep crowds away, but what do you care. Get busy with LIGNINE (WOOD) CARVINGS.

If you haven't our catalog, send for it

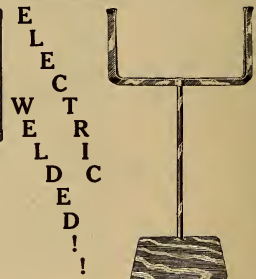
Ornamental Products Co.

52 14th Ave.

Detroit, Mich.



No. 690—5½x7 Cards
\$3.25 per Doz.
No. 691—7x11 Cards
\$6.00 per Doz.
No. 692—11x14 Cards
\$8.00 per Doz.
Finished in Nickel, Gun
Metal or Oxidized.
Round or Square Bases



No. 682—\$2.00 per Doz.
6, 8, 10 or 12 inch Stand-
ards Base, 4x4½
Arms, 1 inch wide
Finished in Gun Metal
or Oxidized.

Our Line of Samples Is on Display at

The Five & Ten Cent Exchange—No. 10 West 20th St., New York City. We also show our lines of Wire Display Racks, Easels, Garment Drying Forms, Doll Stands and other Wire Specialties.

Write us for our Window Dresser's Supplement!

J. B. Timberlake & Sons

Manufacturers

JACKSON, MICHIGAN



Your Windows Can Be Brighter and More Attractive Than Ever

The brightest, most brilliant windows are the ones most alluring to shoppers. And at no time of year is the lure of the brightly lighted windows more potent than at Christmas time.

Frink and the J-M Linolite System

*Make Your Windows and Show Cases
A Magnet for Crowds*

Every article in your windows and show-cases can be rendered doubly attractive to the prospective buyer. *Better light can do it*, and J-M Linolite Units and Frink Reflectors have been perfected for just this special purpose.

The ability of J-M Linolite and Frink Reflectors to enhance the beauty and desirability of your goods in the eyes of the passing Christmas crowds means a whole lot to you in dollars and cents. Surprising results in increased sales are reported by hundreds of merchants.

Now is the time to install this system. We will see to it that the job is done with the least possible inconvenience to you. Give us the address of your local Electric Lighting Company and we will co-operate with them to arrange the matter for you. *Write us for information.*

H. W. Johns-Manville Co.
New York and Every Large City



Are You Interested in Daylight?

A Luxfer Daylighted Store is one that is always primed for business. If you could talk to the thousands of merchants that have Luxfer installations, you would find that their only regret would be that they had not installed it sooner. On the other hand, if you would ask the merchants who have not yet installed Luxfer and are naturally paying *large artificial light bills*, you could fully realize the difference between a Luxfer Daylighted Store and an artificially lighted one.

LUXFER

cannot be considered an expenditure at any time, for it not merely makes a store brighter and more attractive, but daily saves on artificial light bills.

Luxfer Sidewalk Lights, Transom Lights, Roof Lights, etc., are daylighting the country's best stores, large and small. Its first initial cost is paid for in a short time by its constant daylighting service, though cutting down on light bills is only one of its good features.

Shoppers and Clerks are not so easily tired in a Daylighted Store; goods are more easily seen and appreciated; it takes less time to make a sale, and every corner becomes a "Daylighted Matching Corner." You can never be too busy to consider Daylight. Let us show you what we can do in your specific case. Our Daylighting Experts will freely and gladly advise you.

AMERICAN Luxfer Prism COMPANY

CHICAGO, Heyworth Bldg.
BOSTON, 48 Federal St.
CLEVELAND, 419-50 Citizens' Bldg.
DETROIT, 310 W. Michigan St.
DETROIT, Builders' Exchange.
KANSAS CITY, N. Y. Life Bldg.
MILWAUKEE, 717 Wright St.
NEW YORK, 507 W. Broadway.

NEW ORLEANS, 904 Hennen Bldg.
PHILADELPHIA, 411 Walnut St.
ROCHESTER, 38 Exchange St.
ST. PAUL, 365 University Ave.
DALLAS, Builders' Exchange
SAN FRANCISCO, 1202 Hearst Bldg.
LOS ANGELES, 1335 S. Main St.

Success Depends on Clever Windows

OUR new Half-Bust Form has made a tremendous hit with trimmers all over America. It's the very latest thing and it answers the purpose of a regular bust form and trims can be made with this that simply cannot be made with full forms. For example, the center cut shows the fixture untrimmed. The surrounding cuts show the half bust trimmed with union suits and shirts. This fixture can be used in windows, show cases, ledges, etc.; takes up but little space and gives a full bust form effect. Made of papier mache and covered with white jersey. The most versatile bust form ever produced. Order a dozen.



No. 601 Polay's Half-Bust Form Shirt Displayer, for plaited stuff bosom, soft bosom, flannel and rattanae shirts.



No. 601 Polay's Half-Bust Form Shirt Displayer, untrimmed. Adjustable tube standard 12 in. to 22 in. tilting top, 6-in. base. Price, each.....\$1.75
Price, dozen 21.00

The Half-Bust Form is made with tilting top and adjustable tube standard, allowing many different heights, and many angles, which must fit well and look well with both low trims and high trims. It's the one big idea that trimmers admire.



No. 601 Polay's Half-Bust Form Shirt Displayer, trimmed with two-piece undergarment. For displaying light weight summer or heavy winter underwear it has no equal.

Polay Fixture Service

710-711 Medinah Bldg.
CHICAGO, ILL.

Show Window Valances



Send for your copy of
OUR NEW CATALOG
OF OUR NEW UP-TO-DATE DESIGNS IN

**Valances,
Puffed Shades
and
Lambrequins**

Supreme in Quality
and Workmanship

Get the Catalog!

The Art Window Shade Co.

Established 1893

2411-13 North Halsted Street

Chicago

AGENTS WANTED

*In every city
and town in the
United States*



To sell our DISPLAY FIXTURES, Brass and Bronze Signs, Interchangeable Letter Signs, Building Directories, Easel Poster Frames for Theatres, Brass Railings, Bank Grilles, Mechanical Display Devices, ADJUSTABLE Electric Light Brackets for offices and factories. WE PAY 25% COMMISSION. Our products in use all over the world. Established 1882.

**The Newman
Manufacturing Co.**

CINCINNATI, OHIO

NEW YORK
101 4th Ave.

CHICAGO
108 W. Lake

Natural Holiday Decorations

Nature's Decoratives, such as listed and priced below, when used in your windows and interiors at Holiday-time, will produce an appearance that will be most pleasing to yourself and result in a decided compliment to your customers.

If you merchants only knew how little stock your lady customers take in your efforts to attract them with the various kinds of artificial stuff you would say "Never again, but give me Carter's Famous Evergreens every time."



Holly, exceptionally good crop this year, extra well berried, fresh from the trees, cases, 16 cubic feet, solidly packed \$3.50; one-half cases, \$2.00; one-fourth cases, \$1.25.

Southern Wild Smilax, no finer decoration for stores, show windows, churches and halls, has wonderful lasting qualities, put up only in four size cases, by **Carter**.

Case No. 1,	\$4.50	enough to cover wall space of 600 square feet
" " 2,	3.50	" " " " 400 " "
" " 3,	3.00	" " " " 300 " "
" " 4,	2.50	" " " " 200 " "

Evergreen Wreathing , heavy grade, per coil of 20 yards	\$ 1.00
" " " " " 25 coils	" 22.50
" " " " " 50 coils	" 40.00

Holly Wreaths, made of fresh fancy, well berried stock, single wound on wire rings.

Per dozen..... \$1.50 Double wound, (extra fine) per dozen... \$2.50

Bronze Galax Wreaths, Magnolia Wreaths, Evergreen Wreaths, furnished at same prices.

Our Wreathing and Wreaths are made by experts, who have 12 years' experience, and are shipped direct to you from Chicago.

Magnolia Foliage, very fine in decoration, put up in same size cases as Smilax at same price.

Chamaerop Palm Crowns , per dozen.....	\$2.00
Chamaerop Palm Leaves , per 100	2.50
Sabal Palm Leaves , the large kind, per 100	2.50
Mistletoe , well berried, per bushel hamper	2.00
Gray Moss , for lining windows, etc., per sack of 15 lbs.....	2.00
Fadeless Green Sheet Moss , free from trash or sticks, per sack of 100 square feet.....	4 00
Laurel Festooning , heavy grade, per yard, only.....	.06

Long Needle Pines

A Beautiful and Novel Decoration. Large, dark, glossy needles and beautifully marked stems; they last for months. Two to four feet high, assorted.

Per dozen.....	\$1.25
Per 100.....	7.00

**Low Express Rates
Prompt Service**



If you have used these greens before, you already know their beauty, if not there is great pleasure in store for you. *Write for Catalog.*

Orders accompanied with the cash, parties can deduct 5 per cent from the bill.

GEO. M. CARTER, Evergreen, Ala.

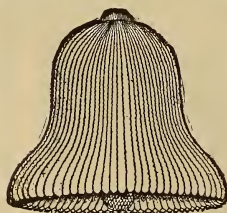
Have You Ordered Your Xmas Decorations?

If not order them now from these pages. Will ship at once



No. 4418. Holly and Wood Fibre Wreath. Frame covered with wood fibre in red or green, green holly, red berries. Pendants of roping.

12 in. diam. Each.....\$1.10
15 in. diam. Each.....1.20
18 in. diam. Each.....1.30
24 in. diam. Each.....1.45



American Patented Hollow Bells.

Has a hollow center and can be fitted over an electric light bulb. Strong paper in solid red and solid white colors.

No. 20. Hollow Bell, 8½x6½ inches.

Dozen.....\$0.75 Gross....\$7.00

No. 40. Hollow Bell, 13x10¼ inches.

Dozen....\$1.50 Gross....\$14.00

No. 80. Giant American Bell, 20x17½ inches, movable clapper.
Dozen....\$3.00 Gross....\$30.00



No. 2427. Red Christmas Poinsettias. Flowers, a strong Christmas red crepe paper with variegated centers. Leaves a rich waxed green.

No. 2427A.	10-in. flowers, 30-in. stem.	Doz.....\$0.85	Gross.....\$8.00
No. 2427E.	9-in. flowers, 30-in. stem.	Doz......75	Gross.....7.00
No. 2427C.	7-in. flowers, 30-in. stem.	Doz......65	Gross.....6.00
No. 2427D.	6-in. flower, 12-in. stem.	Doz......55	Gross.....5.50
No. 2427E.	6-in. flower, 12-in. stem.	Doz......50	Gross.....4.70



No. 2903A. Adiantum (Natural Preserved). These ferns lend a delicacy and daintiness to the trimmer's work. Comes in green.

Per 100.....\$6.75 Per dozen.....\$0.90

Write us about our special line of decorations for January White Sales.



Wood Fibre Roping

A very superior quality—the best on the market. In beautiful bright colors that cannot be duplicated. Do not be deceived by cheap substitutes for this handsome decoration. White, red or green. Other colors to order.

No. 4339. Wood Fibre Roping, 180 ft. to bolt. Per bolt.....\$0.75

No. 4339A. Same, but smaller diameter, 180 ft. to bolt. Per bolt..\$0.75
Fireproof 15% extra.

SCHACK ARTIFICIAL FLOWER CO., 1739-41 Milwaukee Ave., CHICAGO

Orders Ship't Same Day They Are Received

All these goods can be shipped on a moment's notice



No. 2437. Holly Vine. A good one. 12 leaves and 12 berries to yard.
Doz. yds. \$0.90
Gro. yds. 9.00

No. 2527. Holly Vine. 18 leaves and 18 berries to yard.
Doz. yds. \$1.50
Gro. yds. 15.00

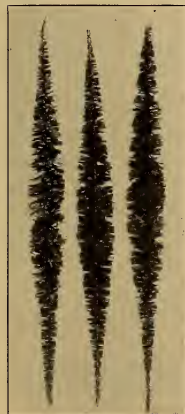


No. 3020. Air Plant. This picture shows several bunches of Air Plant, a most effective decoration.
Single bunches, each.....\$0.09
Single bunches, per hundred..... 8.00

Send your name now for our new Spring Flower Book.



No. 4152. Ruscus Spray (Natural Preserved). This is the best quality of Ruscus.
Green, per pound.....\$0.75
Red, per pound..... .75



No. 4400.
Wood Fibre Festoons.

No. 4400. Wood Fibre Festoons. Beautiful and inexpensive. They are 4 ft. long and 4½ in. in diameter in middle. Can be used with fibre roping or in many other ways. Stock color green only. Other colors to order.

Doz.\$0.75
Fireproof, 15% Extra.

Do not be deceived by cheap imitations of Schack Flowers.



No. 3242. Lily of the Valley Vine. The flowers of this vine are made in red or white, or can be made in any other color desired. The foliage is rich green. Will make a big hit for your Xmas display, either window or interior decorations. One yard long.

Dozen.....\$2.25 Gross.....\$24.00

No. 8000 Velvet Paper

(Something New)

This is a new paper just placed on the market. It has the real velvet finish on one side. It has the soft, smooth finish of velvet and costs but very little. A very fine article for window backgrounds, floor covering, panels, pedestals, units, signs, and hundreds of other things. We carry the following colors in stock: Black, gray, blue, royal blue, amber, olive, green, light red, dark red, light brown and purple. Comes in 11-yard rolls, 41 inches wide, at 50c per yard, or \$4.75 per 11-yard roll. Write for Sample Booklet.

SCHACK ARTIFICIAL FLOWER CO., 1739-41 Milwaukee Ave., CHICAGO



“The Model Store of Michigan”

A HANDSOME portfolio of fine photographic reproductions of the leading departments in one of the most successful and progressive stores in the middle west. Every progressive merchant—dry goods, department store, or specialty store—will be interested in this book. ¶ All stores—large and small—have their own individual problems, their “lame duck” department. This book shows how these were met by one store, with the aid of the store architects and store experts of the Welch-Wilmarth Lines. What was done for others may be done for you, if you will permit us.

*A simple request, on your business stationery, will bring “The Model Store of Michigan.”
It is well worth asking for.*

Welch Mfg. Co.

7 Lyon Street

New York—20 West 30th St.
Chicago—233 W. Jackson
Des Moines—Shops Bldg.

Wilmarth Showcase Co.

1524 Jefferson Ave.

Grand Rapids, Michigan

St. Louis—1118 Washington Ave.
Minneapolis—21-23 N. Third St.

Helena—Horsky Bldg.
Pittsburgh—House Bldg.
Boston—21 Columbia St.

Made In Grand Rapids

MERCHANTS RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE
MERCHANT, WINDOW DECORATOR AND ADVERTISER

PUBLISHED BY THE MERCHANTS RECORD CO., CHICAGO AND NEW YORK

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XXXVII
NUMBER 6

DECEMBER, 1915

Single Copies
Twenty-Five Cents

AFTER THE HOLIDAYS

THE AVERAGE RETAIL MERCHANT ALLOWS HIS SHOW WINDOWS TO GO TO SEED AS SOON AS THE CHRISTMAS DISPLAYS ARE TAKEN OUT—AN EVIDENCE OF FALSE ECONOMY

THE AVERAGE RETAILER is justly presumed to be altogether practical and sensible. He knows storekeeping from the ground up and his judgment in most matters pertaining to his business is beyond question. This being the case, some of his processes of calculation are all the more difficult to understand by the outsider who has been taught that two and two make four.

For example, the average merchant is a firm believer in show window display. This is demonstrated by the fact that he ungrudgingly pays a good stiff sum to build the right kind of show windows and allows a good salary to a display man to see that the windows are properly taken care of. In order to realize the utmost on this investment in windows and display man, and because he realizes that certain decorations are essential to make his merchandise appear at its best, he does not hesitate to appropriate whatever may seem to be reasonably necessary to buy flowers and any other decorative materials that may be required to attract the favorable notice of the passing public to the merchandise he has to sell.

ODD REASONING

All of this is based upon long experience and the soundest of business sense. But the part that is not easy of understanding is that this line of reasoning appears to apply only to certain seasons of the year. There are exceptions, but most merchants cannot see the advisability of spending a little money on their windows in January and February, although for the spring and fall openings and for the holiday season they do not hesitate to pay out considerable sums to win the notice of the passer-by.

To a man up a tree, this appears to be poor rea-

soning. The store has merchandise to sell the year around and if a certain amount of decorations in the window will make the goods show to better advantage and sell more readily at one season, they will have the same effect at any other season. Decorations are not used simply to please the eye in a general way—they are used with the definite purpose of giving color and tone to the goods on display. Merchandise does not change its characteristics with the seasons; nor does the public change its way of observing and thinking, and if flowers and similar decorations will make a hat or a gown appear more desirable in October, they will accomplish the same thing in January. Window decoration is largely psychological in its effect. It is used as a means of influencing the mind of the possible purchaser in favor of the merchandise for which it serves as a setting.

FALSE ECONOMY

That decorations are not used in January and February is largely due to custom and it seems reasonable to assume that this custom results less from wrong reasoning on the part of the merchant than from a mistaken idea of economy. The truth of the matter is that there are too many merchants who are willing to follow a more or less general custom without giving it any particular thought. And any custom that involves an economy is all the more readily followed. This is shown not only in window display but in newspaper advertising which is cut down to an unreasonable degree by many merchants at certain seasons principally because that seems to be the custom. Good advertising will bring results at any time in the year. So will good window displays.

The cost of materials used in decorating the show windows represents but a small drop in the bucket compared with the overhead expense of the average store. Consider what is paid for rent, heat, light, wages, deliveries, advertising, interest, etc.,

and remember that these expenses run along practically the same whether business is slow or brisk. Then consider the comparatively small expense that would be involved in a modest scheme of decorations for the show windows. Even if it were a matter of speculation and the merchant were not reasonably sure of increased sales, would it not be worth while to invest the small amount necessary to try the thing out?

MODEST DECORATIONS

The writer does not contend that elaborate decorations are necessary in January or February windows, but there should be some setting to give them a touch of color and relieve them of their bareness. A few flowers appropriate to the merchandise and other modest decorative touches will answer the purpose.

And there is another thing to consider. The display man will take care of the merchandise better if he is given a little decorative material that will give him a chance to make something of the window. That is only natural. Most display men are without enthusiasm for the displays that come after the holidays—they refer to them disparagingly as “junk windows,” and there is a good deal of descriptive force in this term as applied to a large proportion of the windows of the new year. Yet these windows show the same merchandise that is displayed at other seasons to good advantage. The difference

lies principally in the decorations, or the lack of them, and in a lesser degree to the handling of the merchandise.

EVEN BARGAINS NEED DISPLAY

It is true that January and February windows are generally more crowded than at most other seasons, on account of the various sales in those months, but that is not a good reason why the merchandise should be shown with less care and careful display implies a certain degree of decoration.

It is the general assumption that most people buy goods in the January and February sales, not so much to supply immediate needs, as to secure exceptional bargains. In other words, unusual values are the chief incentive to buying. This is undoubtedly so, but most shoppers judge values principally upon the evidence of their eyesight, and for this reason merchandise should be carefully displayed for a sale as well as at any other time. The average display man is conscientious and careful with his work at all times, but it is safe to say that if he is allowed a fair amount for the decoration of his sale windows, he will unconsciously make an added effort to play up the goods to better effect and the result will be increased sales that will pay for the decorations many times over.

One of the best ways in which the merchant can start the new year right is to start out with the right kind of window displays.

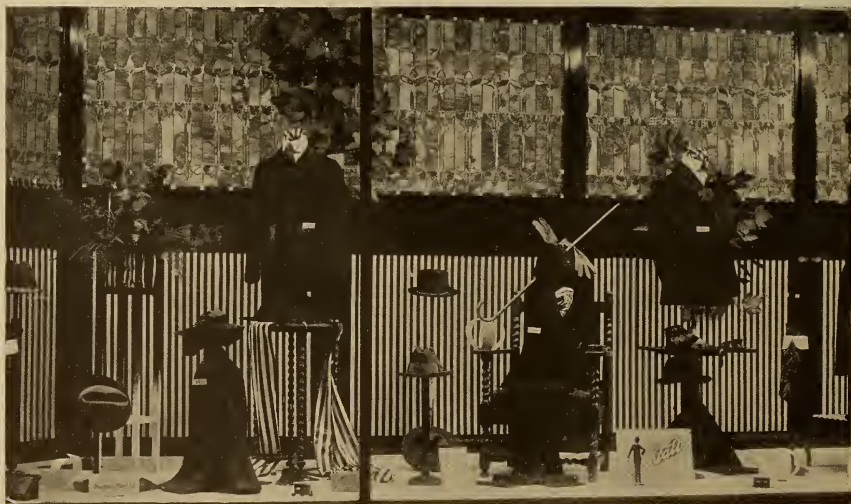


Plate No. 9329. A Display of Men's Wear by R. T. Whitnah for the Globe Clothiers, Des Moines, Ia.

The upper part of this window is of ornamental leaded glass. For this display the lower part of the back was covered in panels with black and white material in vertical stripes.

Two pieces of Jacobean furniture were used in addition to the regular wood display fixtures. At the left was a floral unit. Grape leaves were used on the background.

SOMETHING DIFFERENT

AN ORIGINAL AND HIGHLY INTERESTING SCHEME FOR A BACKGROUND TO BE USED IN CONNECTION WITH OPENING OR SPECIAL DISPLAYS—GREATLY ENLARGED PHOTOGRAPHS USED

SINCE THE BEGINNING of window display an almost endless variety of ideas have been used to make settings attractive. Every branch of art and every style of decoration has been drawn upon—from the most ancient to the most modern. Even the weird efforts of the futurist have been turned to show window embellishment, yet in all this variety comparatively few really new principles have been introduced in the matter of decorative treatment. The windows of today are in every respect a vast improvement over those of a few years ago but it will have to be admitted that this improvement has been due to a better perception of the artistic requirements of the show window and to a more intelligent handling of details rather than to any actual newness of decorative principle. For this reason a principle of decoration that is really new must appeal to every display man because of its novelty if for no other reason.

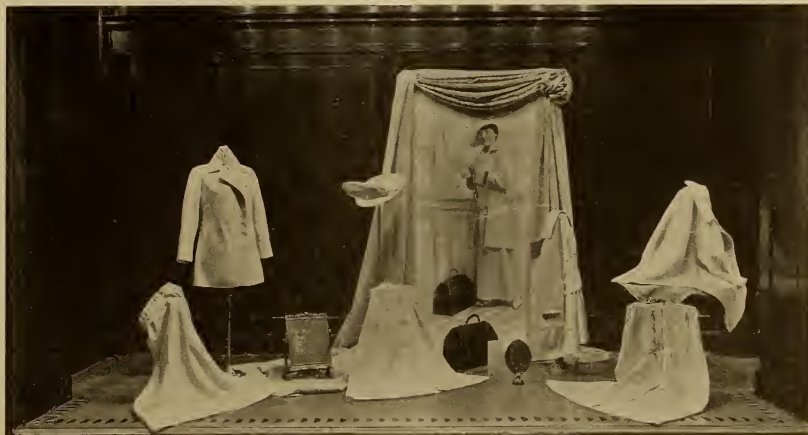
We believe that the pictures used to illustrate this article will be appreciated by every display man, not only because of the fact that they introduce a new idea in window decoration, but because of the artistic excellence of the settings and the attention compelling power of the displays. The pictures show several of a series of windows that were designed and installed by C. D. Lovelace for the store of Meyer-Jonasson Co. of Pittsburgh for their opening windows last fall.

The principal feature in each of these settings is practically a life size enlargement of a photo-

graph showing various well posed men and women, in attractive and appropriate surroundings, wearing the identical garments that are displayed in the windows. These enormous photographs are surrounded by a rich drapery design consisting of a simple valance and side curtains finished with gold fringe and tassels. The remaining decorative features are self evident. How this idea occurred to Mr. Lovelace and how the details were worked out is an interesting story.

To begin with, it may be stated that the store of Meyer-Jonasson Co. is an establishment of the highest class. It caters to the best trade in a city renowned for its numerous millionaires. Consequently, although a large store, its methods are notably conservative and this conservatism has applied particularly to the show window settings. The window backgrounds are of handsome natural wood and the standard displays, prior to the ones shown here, had been of the simplest character. The costliest merchandise had been shown sparingly with no other decorative setting than a few flowers or foliage in a vase, a lamp or an occasional piece of appropriate furniture. The merchandise displayed itself with practically no other assistance than that imparted by the careful arrangement of the display man. Under these restricting circumstances, Mr. Lovelace was limited to the simplest possible decorative schemes. He felt, however, that sooner or later there would come an opportunity of demonstrating to his employers that even the wealthiest and most exclusive class of trade is not averse to seeing merchandise displayed in surroundings of a decorative character.

The suggestion of using enlarged photographs came to Mr. Lovelace one day when in a photographic supply store he came across an almost life



No. 1—THIS WAS THE FIRST PHOTOGRAPHIC BACKGROUND USED BY MR. LOVELACE.



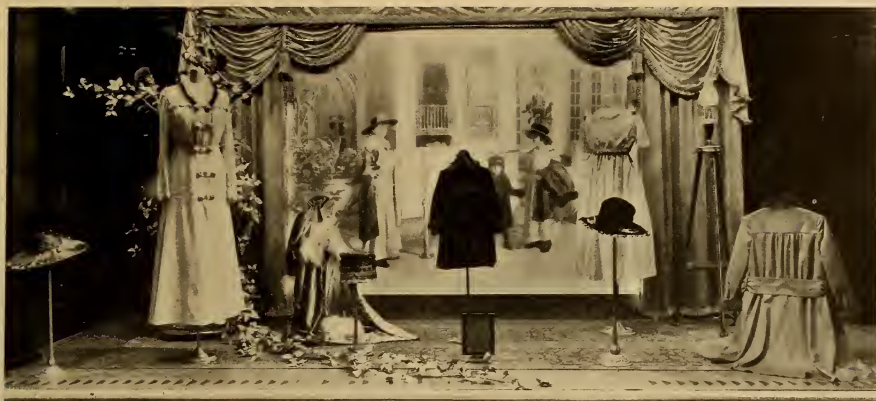
No. 2—NOTE THE CAREFUL POSING OF THE VARIOUS MODELS.

size bromide enlargement of the picture of a pretty girl in an attractive tailored costume. The big picture showed off the suit admirably and it occurred to him that if such pictures could be had at a reasonable price they might be used to advantage in show window displays. Accordingly, he made inquiries and found that such enlargements could be made from any good photograph. He then had a model posed. A good looking girl was selected and dressed in a white suit. She was posed in front of a railway ticket counter with a time table in her hand. At her feet was a traveling bag. This pic-

ture was placed against the background of a window and around the sides and top was draped a piece of upholstery goods in a modest arrangement. In the foreground were shown a number of suits similar to those worn by the model and close to the picture was placed the black bag in the photograph. Beside it was a time table. The framed show card read—"For the Week End Trip." This display, which is illustrated in No. 1, formed the thin edge of the wedge that opened the way for the more pretentious ones that were to follow later. It attracted so much attention and caused so much



No. 3—THE GARMENTS SHOWN IN THE WINDOW ARE REPRODUCED IN THE BIG PHOTOGRAPH.



No. 4—THIS BACKGROUND PHOTOGRAPH WAS TAKEN IN FRONT OF A MOVIE THEATER.

comment that Mr. Lovelace was able later to secure the firm's permission to install the fall opening displays on the same general principle but in a much more elaborate way.

Before the photographs for the series of windows were made there was a lot of planning to do. This and the subsequent details were all attended to by Mr. Lovelace. First there was a consultation with buyers and the gowns and accessories to be displayed were selected. The next thing to do was to find models who could wear the garments as they should be worn. This involved a careful consideration of faces, figures, carriage, etc. Models were advertised for and from the large number who responded Mr. Lovelace was able to select a

number who answered every requirement. Then he planned out the pictures in detail, selected the "locations" and arranged for the various "properties" which included a big limousine, an electric car, etc. Some of the "locations" where the pictures were made were inside the store and others were in various picturesque spots about Pittsburgh. Mr. Lovelace supervised the posing of all the groups with the view of bringing out the various attractive details of the costumes in much the same manner in which he intended later to bring them out in the windows.

No. 2 shows the photograph that appeared in the window illustrated below in No. 3. This group was photographed in a fashionable restaurant to show



No. 5—THE MODEL WEARS THE SAME GARMENTS SHOWN IN THE WINDOW.



No. 6—AN INTERESTING GROUP.

afternoon gowns and accessories. Note how every detail has been handled to make the scene entirely natural. The grouping and posing of the figures is altogether pleasing. There is no stiffness and even the waiters have carried out their part very well indeed. In the background may be seen dimly a number of other diners who were put in the picture to give an additional touch of naturalness but were placed so far away from the camera that all of their detail was lost and they would not interfere with the principal figures.

No. 3 shows how this picture appeared at the back of the window. In front of this background are shown the same garments worn by the women when the photograph was taken. The gowns are shown on display forms turned to show them from the same angle in which they are to be seen in the group photograph. The same wraps and hats are also shown. No comment was made upon this display by show card or otherwise. The person standing outside the window was left to study it out and

make her own deductions. The modest card bore only the words—"Autumn Fashions by Meyer-Jonasson & Co." At the left was a large bronze urn filled with flowers and foliage which trailed down and across the floor. The same general treatment was accorded to all of the windows in this series.

The scene of the next picture, No. 4, was laid in the entrance of a moving picture theater. In this, a different set of models were used to show gowns and accessories for a young woman, a miss and a child. They were all posed naturally in front of the ticket window through the grating of which the ticket seller could be seen. It was just such a group of good looking, well dressed people as might be seen any day under similar circumstances. The garments worn by the models were shown in the window in the manner that has been described. The other details of this window were similar to the one with the restaurant scene.

No. 5 was a window showing a breakfast gown and various items of lingerie that appropriately went with it. The picture showed the model dressed in the gown displayed in the window and seated at a breakfast table which was furnished complete. Even so small a detail as to fill the glass top of the percolator with ground coffee was not overlooked by the careful Mr. Lovelace. This picture was made in an attractive corner of the store's restaurant. A small dressing table was appropriately used as one of the display fixtures in this window.

No. 6 illustrates another highly interesting group. The purpose of this picture was only to show the gown and wrap worn by the woman but in order to do this in the way Mr. Lovelace considered it should be done, he found it necessary to provide a good looking escort with chauffeur for the automobile and so on. Incidentally there was a good deal of difficulty in finding a young man who



No. 7—THIS WINDOW ATTRACTED MUCH ATTENTION.

could qualify for the escort and wear evening clothes as they should be worn according to Mr. Lovelace's idea. Numerous applicants who willingly admitted that they were handsome young men of perfect physique were looked over and turned away before the good looking young chap in the photograph came along and got the job. It turned out that he had never had a dress suit on in his life before he dressed himself for this picture. The car was a big Pierce and the picture was taken before the entrance of one of Pittsburgh's most exclusive clubs. No. 7 shows how the merchandise was arranged in the window of which this photograph was the background. On the little stand in the middle was shown the hair ornament worn by the model and in a jewel casket were her string of pearls and other jewelry.

No. 8 is a reproduction of a window in which the background photograph showed two young women about to enter an electric car and who were attired for an afternoon out in the fall air. The background of this scene was an attractive spot in front of a residence. The electric car was a handsome new one and it was placed so that it would be clearly outlined against a mass of foliage. In the window were garments worn by these models.

The size of the enlarged photographs used in these windows was approximately 7 by 11 feet and they cost about \$50 each. The models were paid by the hour but this expense was not great considering the results obtained. Naturally much of the success of pictures such as these depends upon the



No. 8—AN ATTRACTIVE BACKGROUND.

selection of the models—they must not only be able to carry the clothes but must "look the part" to the most critical observer. These big photographs were all partly colored. However, only the gowns and accessories worn by the women were tinted. These were finished in their true colors. The faces and other details of the photographs were not touched with color. This produced a striking effect and served to emphasize all the more strongly the identity of the pictured garments and those in the windows.

To say that these windows attracted notice is but feebly expressing what they accomplished. They drew such crowds as never before has stood before the windows of this store. People studied them for hours at a stretch, comparing the photographs with the actual merchandise. Mr. Lovelace is certainly to be congratulated upon this notable piece of work.



Plate No. 9330. A Christmas Display by A. Millermaster for Ed. Schuster, Milwaukee, Wis.

Here is shown a neat little arrangement for a Christmas setting. The framework was finished in plain white and trimmed with white and red poinsettias. There was also a large bow of ribbon fastened at each side. Other poin-

settias were used in this arrangement. In the middle was a large Christmas tree fully trimmed. A number of pedestals and low platforms were made by the use of boxes, which were covered with felt and trimmed with ribbons.



A "CASTLE" DISPLAY IN THE WINDOW OF STEVENS', CHICAGO.

Corset Display

FOR SOME TIME the Warner Corset Company has been conducting an especially interesting campaign of window display of their products in New York and Chicago. M. P. Staulcup, who is well known to our readers, has charge of the work with headquarters in New York and Frank R. Robertson looks after the Chicago end. During the past year hundreds of displays of Warner corsets have been placed in leading stores in these two big cities and in a number of smaller surrounding cities. The two accompanying pictures show two displays that were installed by Mr. Robertson

for big stores in Chicago and Milwaukee. A variety of other high class settings have been used. The nature of this work and the manner of handling the displays may prove interesting to display men generally. This is how Mr. Robertson takes care of the Chicago office.

A number of complete settings with all of the necessary fixtures are maintained and these are moved from store to store, each one usually remaining in a window for one week. The first thing to do is to secure the permission to use the window but as the displays are all of the highest class that is not a difficult matter as a rule. With, say



THIS DISPLAY WAS MADE FOR T. A. CHAPMAN & CO., MILWAUKEE.

six displays at his disposal, Mr. Robertson sizes up the possibilities of his field and then lays out a schedule with the view of keeping all of the displays "working" all the time. This sometimes requires a good deal of scheming but the fact that he installs between twenty and thirty displays in a month and each display is in the window for at least a week, indicates that few of the displays are idle. Owing to the varying customs of different stores it is necessary to be ready to install or take out a display at any moment of the day or night but generally there is but little of this emergency work as the schedule is laid out with a good deal of precision.

The settings all are made up of units that can be taken apart and packed in a surprisingly small space. The displays are packed in big boxes and carted about from place to place. Sometimes it is necessary to haul a display by wagon a distance of fifteen miles or more and occasionally they are shipped by freight or express. One of the problems is to arrange the schedule of displays in such a manner as to make the hauling from store to store as short as possible.

The Castle display shown here is a particularly interesting one. It attracted a wonderful amount of attention while in the window of the store of Chas. A. Stevens & Bros., in Chicago. The wax figure was modeled under the close supervision of Mr. Staulcup. It is an admirable likeness of Mrs. Vernon Castle in one of her characteristic poses. The most minute details of figure and feature have been carried out by the sculptor with admirable fidelity. Back of the figure was placed a mirror so that the back might be seen. In this window were shown two photographs of Mrs. Castle. It created such a sensation that this setting remained in the window two weeks instead of one as had originally been intended.

The other picture shows a different display installed by Mr. Robertson in one of the windows of the store of T. A. Chapman & Co., in Milwaukee. This also was a highly pleasing setting. The corset in the central oval stands out with unusual prominence because of the black background.

§ §

A Decoration for New Year's Eve

HERE is shown a novel dining room decoration for a New Year's Eve banquet. It was designed and carried out by Clement Keiffer who is display manager for C. A. Weed & Co., of Buffalo, N. Y. Before the stroke of twelve that announced the New Year, the whole of this decoration was concealed by the big flag at the top. As the clock struck the flag was drawn up and five hundred 12-inch rubber balloons were released and propelled by electric fans to all parts of the room while the

band played the Star Spangled Banner. The effect was sensational.

The details of the work were as follows: The gold clock dial was six feet in diameter and the Kewpie that stood on a platform in front was three feet tall. Two concealed electric fans kept fluttering the three flags on either side. These fans were painted black and when in motion were invisible.



A NEW YEAR'S SURPRISE.

The base of the platform was covered thickly with Boston ferns. The words "WELCOME, 1915," and "HAPPY NEW YEAR," were translucent and lighted from the rear. They stood out in strong relief against the buff and gold side walls. Pebbled smaltz was used for the backgrounds and this glittered brilliantly under the various colored lights that were turned upon it alternately by a flasher. This flasher also illuminated the Kewpie and changed its color intermittently—blue, green, yellow, orange, red and purple. All of the bare edges were covered with Southern smilax. The whole was exceptionally pleasing.

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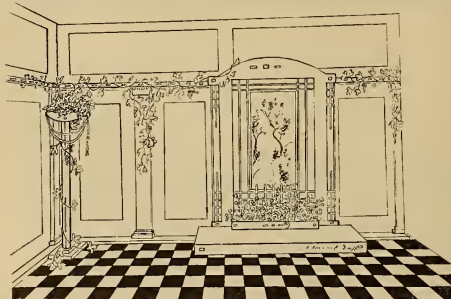
AS AN inducement to early Christmas shopping, the retail dealers' association of Fort Dodge, Ia., are holding a contest in which a number of prizes are to be given to the public schools in those school districts that register the greatest number of school children during the first two weeks following Thanksgiving. It was assumed that if the children from the country came to town their parents would accompany them in most instances.



THE FINISHED DISPLAY MADE FROM THE SKETCH BELOW.

Sketching Backgrounds

FREQUENTLY we have advocated the sketching of show window settings by the display man before they are built. Arguing along the same line, Clarence E. Duff, display man for the Leader Store, Marietta, Ohio, has sent us the accompanying preliminary sketch of a proposed window set-



THE ORIGINAL SKETCH.

ting, the photograph of the completed window and a good letter telling about them. Here is what he has to say:

"I am sending you an original sketch, also a photograph of one of my recent windows. The color effect was in rich, mellow tones of buff and brown which are lost in the picture. The pen and ink sketch was first drawn to scale roughly with a pencil and afterward inked in. An estimate as to the cost of the materials required was then made and the whole was submitted to the management

for an official O. K. Incidentally the material used cost approximately \$15.00.

"I believe this to be a good plan to follow for several reasons. One is—that after the sketch has been approved by those in authority, they know just about what the display will look like when it has been finished, or at least, they have a fairly clear idea as to its finished appearance. This being the case, they can not well blame the display man if they imagine, after it is in, that they do not like it.

"Again, when the curtains go up and a competitor down the street has a similar idea in his window expressed along the same lines, the display man, if he has planned and submitted his background ideas several months prior to the event, can't be accused by the management of having copied the other fellow's idea. Furthermore, the display man who has submitted a sketch has his approved plans right before him and knows exactly what is to be done. If sickness or some other unlooked for event calls him away from his work at a critical time as occasionally happens, the plans in black and white can be turned over to an assistant to carry out. The work can progress during his absence and a lot of unnecessary worry eliminated.

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THE Display Men's Club of Kansas City held a meeting recently at which W. F. Reid gave a most interesting lecture accompanied by stereopticon views of his own work. Mr. Reid has been display manager for several of the largest stores in the country and the views of his work were particularly interesting.

HOLIDAY SETTINGS

TWO EXAMPLES DESIGNED FOR SHOE DISPLAYS BUT WHICH COULD BE USED EQUALLY WELL TO SHOW OTHER LINES OF MERCHANDISE—HOW TO MAKE THEM AT A MODERATE COST

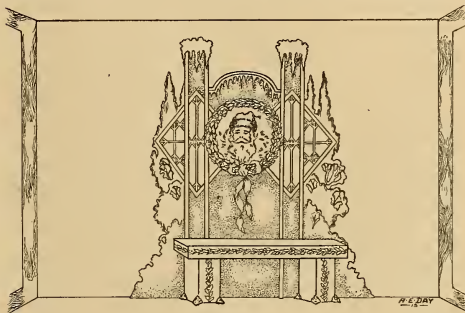
A. E. Day

Display Manager Brown Shoe Co., St. Louis

CHRISTMAS is the one season of the year when the store's windows should carry out the spirit of the occasion. In the spring or in the fall the display man is at liberty to draw upon his imagination for styles of decoration but the holiday settings must be animated by the spirit of Christmas and its attendant custom of gift-making. This, however, serves but as a small limitation on the ingenious display man for connected with Christmas are a wealth of symbols and traditions that can readily be worked into the general plan of the window setting. There is Santa himself, with holly, mistletoe, poinsettias, bells, reindeer, the fir tree and many others. Any or all of these can be worked into the holiday setting. As to colors, custom has established red, white and green as standard for Christmas decorations. So the display man has only to select from these various symbols and then work out his design in some sightly and characteristic way. No matter what he sells, the merchant should

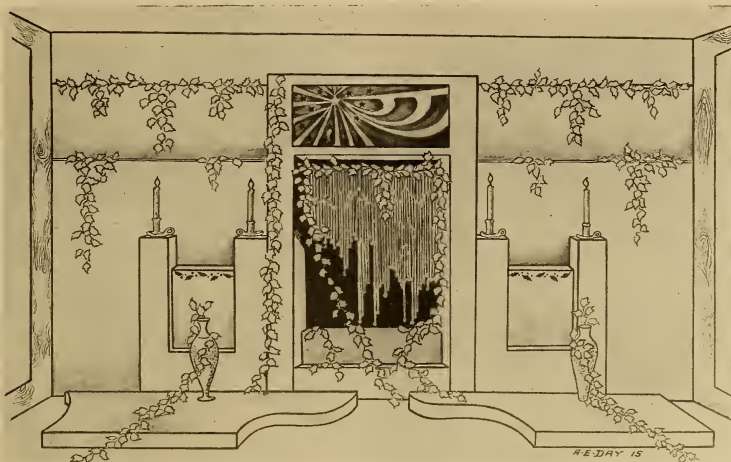
were designed especially for shoe windows but they would answer quite as well for almost any other kind of small merchandise. Either can be erected at a small cost and the average display man will have no trouble in building them.

Sketch No. 1 was intended for a small window but it could easily be added to or used as a set piece



SKETCH No. 1.

in the middle of the back of a large window. There are several ways in which this can be made. One way is to make the two diamond shaped windows from narrow strips of wood leaving the interstices open so the trees at the back can be seen through the lattice work. Another way would be to fill in



SKETCH No. 2.

make an effort to inject the spirit of Christmas into his store and windows during December. His effort will be well repaid in additional sales.

Any merchant selling shoes will be surprised at the extra business a shoe window will do during the holidays if the setting is a pretty one in keeping with the season. The two sketches reproduced here

the spaces in the windows with colored paper with lights at the back to give a stained glass appearance. The trees are cut out of composition board and painted green with a trimming of frosting to represent snow. The columns at the sides of the Santa Claus can be finished in the same color as the window frames. Santa Claus may be painting in color,

a lithograph or papier mache. He is surrounded by a wreath of holly tied with a bow of bright red ribbon. The bench in front is also trimmed with a conventional holly design or artificial holly leaves may be used for this decoration.

Sketch No. 2 is also made principally of composition board. The central panel is to be filled smoothly with black velvet and in front of this is an icicle effect made of glass tubes or beads hung in strands of varying lengths. An arrangement of concealed lights at the top or sides could be made so that reflectors would throw a strong illumination upon the long glass beads. If a novelty is wanted an arrangement of flashers with colored lamps might be used, flashing on red, green and white alternately. The star and rays in the top panel are to be in gold with the sky in dark and light blue. Frosted or white grape or holly leaves with grapes or berries are recommended for this setting. All of the framework should be finished in white with a tinge of green at the lower part. A sprinkling of diamond dust may be used over the whole if that is thought desirable. Large candles in old-fashioned candle sticks can be made and wired for electric bulbs that are made in the form of candle flames. The vases may be used or omitted according to the taste of the display man. With a little care in the construction and finishing of this design it can be made a handsome window setting.

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Encouraging Window Display

WITH the double purpose of stimulating the public to added interest in window display and getting display men to put forth their best efforts, the Retailers' League of Keokuk, Ia., has been conducting a series of window display contests. All merchants of Keokuk are eligible and

an entrance fee of two dollars is paid by all who enter. The rules governing the contest follow:

Time of displays—First one, Saturday, October 16; second, October 30, and third, November 13. Every display must be finished and window ready for the contest at 7:30 o'clock in the morning of the display days.

Prizes—There will be grand sweepstake prizes divided in the following way: First, \$50; second, \$25; third \$15; fourth, \$10. Prize winners of each contest will be given ribbons, blue for first, red for second, white for third and pink for fourth.

The firms totalling the highest score of all competitions, will be awarded the sweepstake prizes.

No window display design may be used in competition more than once during the contest.

Scoring—Scoring of displays shall be as follows: Twenty per cent cleanliness.

Ten per cent artistic arrangement, color scheme, harmony.

Thirty per cent sales value.

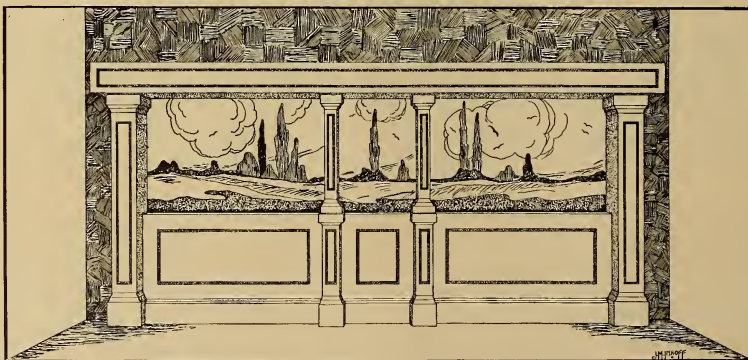
Twenty per cent general appearance of front of store.

Twenty per cent cleanliness and appearance of store in general.

The scoring and decisions of the judges shall be final in all cases. Each judge is to score the exhibits separately.

Judges—There shall be three judges for each contest, said judges being in no way associated with any contest.

Contests of this sort should have a good effect on the displays and should enhance the selling power of the windows in any city. The expense need not be great and the details should be easy to arrange. The chief difficulty lies generally in finding judges whose decisions will be accepted without question by all concerned.



A BACKGROUND DESIGN BY J. M. IMHOFF FOR THE MODE, LTD., BOISE, IDAHO.

NOTES FROM NEW YORK

SANTA CLAUS HAS A PROMINENT PLACE IN THE WINDOWS OF THE BIG STORES—UNUSUAL DECORATIONS AT GIMBEL'S—ARNOLD, CONSTABLE & CO. MOVE—NEW DRAPES BY MR. FRANKENTHAL

F. F. Purdy

EARLY last month our department stores began their preparations for holiday trade in earnest, for there is full confidence that conditions are favorable for a good December business. There have been even greater preparations than usual in the settings and decorations. In regard to Christmas displays, Mr. Schmehl, of Greenhut's, has this to say:

"There are too many cases where a decorator yields to a temptation to make a big hit in December along some line not strictly akin to the spirit of Christmas. This is all wrong—from a commercial standpoint. Christmas dwarfs everything else in December, and Santa Claus, holly and the holly berries and similar decorations represent that spirit. Christmas means gifts, and there is where the stores come in. We shall have our Santa Claus here, in his northern haunt, where the children can visit him, and we are making even more elaborate arrangements than ever to feature the great holiday season, believing that we are going to have an excellent holiday business." Mr. Schmehl, in his arrangements for displays never wanders from the merchandizing subject, or chases rainbows. He believes that the windows, especially of a popular

priced store like Greenhut's, are to sell goods, and yet he puts life into those windows. Mr. Schmehl is probably one of the strongest merchandise men in the country among the display managers.

GIMBEL'S CHRISTMAS DISPLAYS

Mr. Hopkins, at Gimbel's, and his two assistants, Messrs. Harris and Jones, prepared the most elaborate Christmas setting in the history of the New York store, following what seems to be the trend to branch out along this line. Mr. Hopkins has done some strong work at Gimbel's, that has attracted much attention. A late addition is the reflectors at top, front, of the windows, which throw a light upon the display of a character exactly adapted to the merchandise. Upon a rug window a soft carmine light will be thrown, and upon certain hued evening gowns a dull, soft blue, etc. Thus the effect of a fine window is immeasurably enhanced by perfectly graduated illumination, creating an atmosphere most favorable for the appreciation of the exhibit.

But to get back to Christmas displays. Outside the Gimbel store is this message, high enough on the building to be seen for a long distance, and illuminated: "Wishing You a Merry Christmas." This sign was in green and red, and ran across the entire width of the store. On the main floor holly wreaths were about each of the 76 columns, and illuminated candelabra branched from each. The same scheme was carried out on the second and third floors as well, with fine effect. The toys were on the fourth floor, and of course this department



Plate No. 9331. A Black and White Setting by H. R. Claudius for Foster, Ross & Co., Auburn, N. Y.

This is a simple but pleasing treatment in black and white in straight lines. The fixtures were plain white and at one side was a white wicker bird cage on a high standard. An

ornamental lamp of simple design was placed in each of the two back panels. Other panels were treated to give them the effect of French windows.



Plate No. 9332. A Clothing Display by Harry Heim for Marston Co., San Diego, Cal.

The background was covered with a velour curtain with a shirred top. In the middle was a colored fashion plate that was surrounded by areca leaves and ferns. The only other

decoration used was a long piece of velour that was draped from one pedestal to another across the floor. The clothes were carefully handled.

was strongly featured. The decorations were garlands of holly, and incandescent lights were ranged profusely in a way to give the effect of portieres of electric lights. There were also "cut outs" illustrating different fairy tales like "Red Riding Hood," "The Lion and the Mouse," etc., prominently and decoratively shown; all of which gave the toy floor an unusual charm to the children. On the eighth floor there were tableaux of the various fairy tales, while Santa Claus held his court and entertained the little folks in the usual way. On approaching the building the visitor was struck with not only the great welcoming sign mentioned, but by the charming effect of each window in all floors being strongly illuminated with red and green lights.

Last month extra life was imparted to Gimbel's by the use, all over the store of placards of uniform design, large and small, down to price cards on the tables, all bearing prominently the word "Progress," followed by the words, "The Spirit of the Gimbel Store." A fitting illustration lent life to the words, without which the words could not have made the impression. This illustration was of a mythological gentleman, holding the world in his great arms, girded for a race, while all about him in the stellar universe were stars of various magnitude. Thus was the idea of progress borne in upon the mind, by hundreds of these placards, small cards and signs, large and small, while the visitor was impressed sub-consciously that "something was going on." This plan is an excellent one to put in practice to implant some particular store policy,

when desired, into the minds of customers and the public generally. It was a case of "one thing at a time," and inexpensively carried out.

Arnold, Constable & Co. are on Fifth avenue—at 40th street. They opened November 9, at 10 A. M. This is their third site. They began in 1827 down in the old Grand street shopping district, worked in 1868 to Broadway and 19th, where they overstayed their time a bit, and now as they approach their centennial they are the northernmost dry goods store on Fifth avenue, one block above Lord & Taylor. Underwear and infant's apparel have always been strong members, and each of these departments was finely featured at the opening. One showed ladies' lounging robes of vintage of 1827, 1868 and 1915. There were elaborate displays of gowns and evening wraps, waists, furs, etc., the furs including a coat of the scarce and costly leopard fur. Besides three windows on Fifth avenue and four on 40th street, there are two shallow side windows in the Fifth avenue entrance, two windows at the 40th street carriage entrance and one on 39th street. The backgrounds of all are of American walnut with handsome figure, closely matched, and frequent narrow panels with carving at top and bottom—not applied carving, but finely carved floral emblems right on the solid wood. The wider panels, of beautifully figured wood, are removable, so that fabric may be used on the reverse side, and that side turned out.

Emil Schmidt is the Arnold, Constable & Co. display manager. He has held this position four

years, one of his previous engagements having been with J. G. Darlington & Co., Philadelphia. Down town Arnold, Constable & Co. made little effort at window displays. The windows were not adapted for it, and the change was a sharp turn for a display man. Those who do not know Emil Schmidt may have wondered just how he would rise to the occasion from the limited scope of his recent possibilities. But the opportunity was just what he had been looking for, and his old experience stood him in good stead. He is right in the Fifth avenue class. Down to the fixtures he has made his thorough preparations. He has had made three special stands of his own design for men's furnishings, also stands for gloves and hosiery, with one for handkerchiefs, in which the firm specializes, showing some beautiful lace creations selling as high as \$300. He has also had rug fixtures made to his own order, that may be raised or lowered, with the semi-circular curve at top in which the pole holding the rug may be placed on the fixture at each side. Three assistants will help Mr. Schmidt in his work. Each window, by the way, has reflectors at top, outside, and embroidered valance, and side curtains drawing to center at will, instead of being lowered from top. Each window has walnut parquet floor.

HANDSOME FIXTURES

The cases and fixtures of the main floor are of walnut throughout. Up to half their height the large square columns are surrounded from top of

fixtures by glass on all sides, behind which a fine display of the merchandise of the section is made. There are glass tops on all counters and tables, in the store, whether square or round, to show the beautifully figured wood beneath. The main floor has a wide main aisle, and some handsome, high, show cases, with all glass sliding fronts. There is a cash carrier system, but so carefully arranged that not a tube is visible. A special notion cabinet in the rear is a feature. It is brilliantly lighted, and six trays open up in steps to the beholder, so she can see the stock of all the scores of compartments and secure just what she wants in a moment. The floor is carpeted in a beautiful blue.

The second floor, two-thirds of it, up to the front salon, where gowns and evening wraps are shown, is carpeted in the same blue. The salon has a carpet of French gray and dark contrasting hue. The woodwork surrounding this attractive department, containing the fixtures holding the gowns and wraps, with the modernly fitted retiring rooms for trying on gowns, are all in French gray, everything, even to the stands and tables, being in this tone.

GOING NORTH

The two oldest dry goods houses in New York, Arnold, Constable & Co., and Lord & Taylor, who date from 1826 and 1827, later comes to Fifth avenue, are now at the northern end of the shopping district, diagonally opposite one another. Possibly the advent of the former house spurred the latter

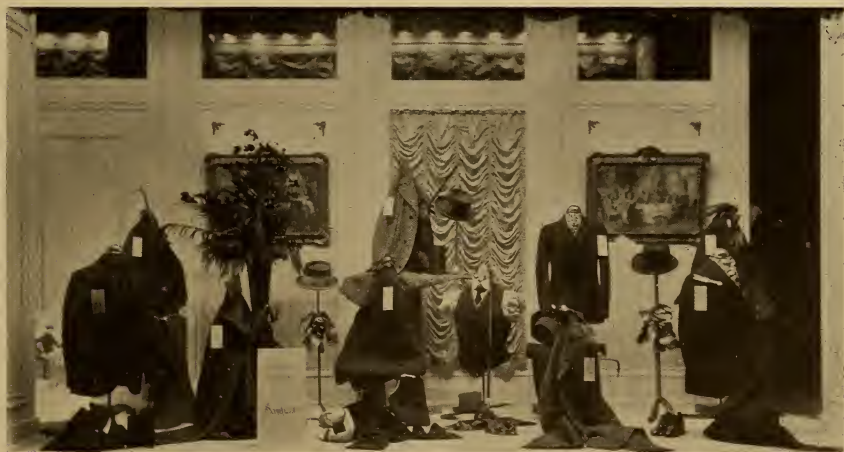


Plate No. 9333. A Display of Men's Wear by Harry Heim for the Marston Co., San Diego, Cal.

This is an excellent showing of clothing and accessories. The plain white background is necessitated by a tendency toward reflections in this and a number of other windows of

this store. This was relieved by two handsome colored pictures and a curtained section in the middle. A tall wicker vase was filled with areca leaves and other foliage.



Plate No. 9334. A Silhouette Display by Louis Enos for S. H. Price, San Diego, Cal.

to extra preparations for the week of the Arnold, Constable & Co. opening. Certain it is that Mr. Rossiter, the Lord & Taylor display manager, quite outdid himself in the arrangement of his beautiful windows. Those south of the main entrance were given over entirely to a handsome exhibition of linens for all purposes, in connection with the exhibition of linens, with demonstration by native workers, on the fourth floor. From the main entrance north, there were sumptuous displays of gold laces, with drape in center composed of gold lace and tinsel. The next window showed silks of silver and gold embroidered faille, with drape in center of gold colored faille, with gold lace trimming. The further window was of a showing of high class perfumes. All the windows had a background of rich royal blue velour in a clever uniform drape.

ARNOLD, CONSTABLE & CO. OPENING

Lord & Taylor had a fashion show not long ago on two days, Thursday and Friday, from 10 to 12 and 2 to 4, in the auditorium, and the preliminary statement made to the appreciative audience by Mr. Rossiter will give the spirit of the affair better than our own words. He said: "Ladies and gentlemen: In presenting to you this fashion exhibition we wish to say that we do not intend it as a pretentious fashion promenade, but rather what we consider to be an assemblage of gowns showing the latest trend of the mode. All these gowns are

American made—and they are all for sale in the ready-to-wear salon on the third floor. At the conclusion of the exhibition you will find young women at the door to answer any questions regarding sizes and prices. After the exhibition, on Saturday, the gowns will be shown in our Fifth avenue windows." Hence on that day four of the windows were filled with the handsome gowns that had been shown on models in the auditorium.

A BROOKLYN DISPLAY

Charles DeVausney, display manager for A. I. Namm & Son, Brooklyn, put in a striking window early in the season that not only made a fine showing of winter garments, but at the same time made an unusually strong general impression. The background was a painted winter scene, while the columns of the building in the window were treated as trees, in excellent natural effect, with branches and leaves, and snow. The garments shown on the figures, even in the mild fall weather at the time, were real winter garments, reminding to the passer-by of what was coming. The styles displayed were up-to-date models, and it is noticed that the merchandise exhibited in the windows at Namm's since Mr. DeVausney took hold is of a higher class than that store has generally been identified with in the public mind.

Mr. Frankenthal continues to turn out worthy successors to the handsome drapes which we have

previously illustrated. Three specially fine numbers were recently shown. The first showed a costume with skirt of pink chiffon with gold flouncing over it, covered with pink brocaded silk; waist of same material trimmed with roses; around the belt is black chiffon, with dependent side drape. The second drape has skirt of lavender chiffon with silver flouncing over it, all covered with lavender silk, with copper and greenish floral ornamentation; waist of same hue, in beaded lace, and green chiffon drape on bust. The third is a dress for a young

they had as lief stay right there as not. They "chuck no bluffs" in the windows, but just show the merchandise the housewife needs, in some very attractive settings. A new lighting system has just been installed over the 200 feet of show windows—a marked improvement; 100 feet of this is in one continuous window, the longest in the city. A late millinery window will show character of displays: Color combination, French gray, old rose and gold; background consisted of panels, framework gray, with old rose brocaded silk, finished with gold orna-



SOME RECENT DRAPEs BY MR. FRANKENTHAL.

girl, with skirt very short, of pink brocaded silk, draped with gold lace, and flowers on bust.

The neighborhood store's problems are far different from those of the fashionable store in the main shopping center. Price & Rosenbaum, of Broadway, Brooklyn, though quite a large store, is yet a neighborhood store. Thorkild Larsen, display manager, has an appreciative audience for his windows. On a recent fine Saturday the writer counted 23 baby carriages in and around the entrances. The mothers cannot get down town and hence stay up-town and visit Price & Rosenbaum's. Besides the firm, and Mr. Larsen, who extends the window invitation, make things so attractive that

ments; floor covered with same material as panels; all hat stands finished in dull gray.

Mr. Larsen is happy at having solved for himself how to show 9 by 12 rugs in quantities. The rug man would be satisfied to show this popular size only if he could get six of them in two windows. Mr. Larsen had four large drums made, 9 feet high, and rolled a rug around each. One was displayed in the background, and the sixth was draped over a pedestal as a centerpiece. Thus a very massive and attractive display was made and at the same time an assortment of patterns was shown in this desirable size.

Show Cards and How to Make Them

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use. This department is a regular feature of Merchants Record and all of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

ACCORDING to an article in one of last month's magazine, the greatest essay ever written on the subject of matrimony was written by an old maid, and no doubt many interesting articles on cardwriting have been written by those who are not cardwriters.

Beginning this month and running into the January and February numbers I will show the alphabets most commonly used by cardwriters not theorists. This number will deal with pen alphabets and the following ones with brush styles.

In card Number 1, I show what I believe is the hardest letter in the cardwriter curriculum to make: Soennecken pen roman, the fourth line, "A hint for Christmas," is easy and is used to relieve the appearance of the card and to make a break between text and price.

Card Number 2 is Soennecken italic roman—much, very much easier to master than Soennecken roman. It will be noted here that most all of the letters are spurred on the base line and that the ascending letters are pointed and irregular at top. You will readily see that they could be finished off as the lower case "i," but as pen lettering is hard on the hand and nervous system, any little dash of freedom that can be used in its execution means relief to the worker.

Reverting to card Number 1 you find in the words, "A hint for Christmas," the same style except that spurs or serifs on base line are ignored

and final endings let go with "a fly," giving a running or semi-script effect.

This style is the easiest Soennecken style there is and is rapid and readable—unbeaten for price tickets. I do not favor the New York style of letting the "fly" or hairline ending of a letter as in "t" run out into space too far.

In card Number 3 is shown music pen roman. In my judgment as far as increasing the cardwriter or student's ability to master lettering is concerned, the music pen is the greatest tool there is. Why? Simply because the roman alphabet is the most beautiful the world ever knew or ever will know. Ninety-five per cent of our lettering today is derived from it. Every student should attempt its mastery. Attempt is used advisedly, for after you are in the game ten or fifteen years you will then come to know what it means to make a good roman letter.

Now then, this is a day of single stroke lettering and single stroke roman is a great favorite. Its mastery is hard; anything that lessens the difficulty of the beginner is a boon and that is what the music pen does.

To make music pen roman, the flexible pen is manipulated by pressure to get everything from a hair line to the desired stroke and here is its strong point—you may make a poor stroke, but you cannot construct it wrong. The pen will only work one way and that's the right way. You cannot "shove it up" to make a heavy stroke, and once you

Men's Belts

Silver-plated buckles in a
great variety of styles.
-a hint for Christmas

One Dollar

Women's

*plain or hand embroidered
silk hosiery—
very appropriate
for holiday gifts*

\$1.35

Special offering
French Ivory Candleslucks
Splendid value at
\$1⁰⁰

3

master it a little you will find that by using the same blendings and same strokes on a sable brush that you will have less difficulty with brush single stroke. Standing on its own merits, however, there is not a thing can touch it for making roman up to three-fourths of an inch in height.

The man don't exist who could make card number three with a brush as well as it is made here in less than 30 to 45 minutes—with the music pen it can be made in five to ten.

In card number 4 is shown plug pen lettering—many kinds of these pens are on the market and you can take your pick. This “run together” style of lettering has been used in Germany for more than a decade and is there called “card writing.”

In manipulating these pens the worker must keep a uniform pressure and speed until he has learned the “feel of the pen.” In the third and fourth lines you see an italic effect which compares with the Soennecken italic.

In these four cards are shown all that you need in pen alphabets, though it follows that they can be modified to an extent in keeping with your knowledge of the Roman or Egyptian alphabets. For example, the “kick” on beginning and endings of letters in “a sale of 36-inch taffeta silks” can be left off—and other modifications can be made.

It must also be borne in mind that the cards shown here are on the window style or for small or medium sized stores, where little work is used. It would be impossible to use work of this quality on interior cards in stores of mammoth size without hiring ten men for every one now employed therein.

Another thing not realized is this, that card-writing is bettered by the letters getting enough, but not too much work. The latter means sloppy work; the former means that the worker is getting enough practice to make him improve as years go

A sale of
36-inch taffeta silks—
black, white, steel shades,
also the new glaze effects
95⁺/_{yd}

4

by. It may be truly likened to a base ball pitcher. Left on the bench, where is he? Worked enough means wins and successes. Sent in too often, wildness, failure. Parallel with this it cannot be expected that a combination man, a display manager and cardwriter can master as good a style of card-writing as he who is working nine hours a day every workday in the year doing only sign work.

The European situation is beginning to make itself felt at last in cardwriting. Pens are getting scarcer. Aniline air brush colors are practically off the market. Dyes formerly sold at \$1.00 a pound bring eight and ten and, with the closing of the parcel post, the dribblets coming through that way are denied us. I cannot help but think that the scarcity of dyes for liquid air brush colors may prove beneficial. That it will result in the use of opaque colors, which means greater care in handling the brush—and richer effects in coloring.

There are any number of distemper colors that can be used for air brush work. They are cheap, too. Another thing open to you is to make a raid on your mother's winter canned fruit supply and try raspberry or cherry juice for reds.

In many stores they simply think that because they haven't a man who can make signs they are up against it, to use a slang expression.

Well, Tom Murray in Chicago used only a large crayon pencil in the beginning of his mercantile career, and no signs were ever read more extensively. While they were peculiarly “Murray,” yet Tom evidently found they paid, and you, too, can use a checking or crayon pencil to advantage.

Here, however, is offered a bulletin marking tool made of rubber which will write on any kind of surface and any fluid ink from blue, as used in a laundry, to a good black, and I have seen worse lettering done with a brush.



A BULLETIN MARKING TOOL THAT USES ANY KIND OF INK.

ABOUT SHOW CARDS

DIFFERENT MEN HAVE DIFFERENT METHODS AND DIFFERENT VIEWS, BUT THE MAN WHO IS ABLE TO TURN OUT THE KIND OF WORK REQUIRED IS MAKING GOOD

Laud Hamilton

Missoula, Montana

ARE YOU just a one style man or are you a working encyclopedia of modern show card alphabets? Whether you are one or the other makes little difference so long as you are doing your work well and it conforms to the requirements of your store and the locality you live in.

Just so long as there is a North, a South, an East and a West, there will be differences of opinion on card writing. There is but one State street, but one Fifth avenue—there is but one Marshall Field & Co. and only one B. Altman & Co., and these stores require show cards of a certain style, but there are thousands of other prosperous stores that require cards of other kinds. It is a very short-sighted card writer who insists upon using a certain style of card just because some other store that he admires and looks up to uses that kind of a card.



A WELL ILLUSTRATED CARD.



A GOOD POSTER CARD.

The thing to do is to make the kind of cards that local conditions demand. When he does that he is doing all that can be done.

Enough has been said in the past few years about paint mixing, the care of brushes and how to make lay-outs. These are details with which we are all familiar. What we want to see right now are the actual cards themselves—illustrated—the real McCoy from master artists. Specimens of the work of the topnotchers in the business will help us all—they will give us new ideas and help to ginger up our work. And the more “pep” we put in our work, the more salary we will get—that’s what we’re all working for.

Laying all jokes aside, doesn’t it make you tired to hear some pessimist in your shop telling you “The air brush is getting out of date,” or “The poster cards they use in California are the poorest form of show card advertising.”

Did you ever see one of those splendid poster cards they are using in California? They just grab you by the hand and lead you right up close to the glass and usually the wording is so snappy that you are a poster fan right off the bat. Sure, they are made up of colors—and such soft tones, too—only



THESE ARE EXAMPLES OF MR. HAMILTON'S EVERYDAY WORK.

real artists can put so much advertising into show cards such as these.

A card writer in Australia wrote me asking my candid opinion as to cards with color, the black and white cards and the white and black ones. I couldn't answer him as definitely as I would have liked because one-half of the card writers in this country are strong for colors while the other half is equally strong for black and white, the latter usually being preferred by the largest department stores.

Card writers whose ambition is to become commercial men must use colors, while those who prefer to remain on the salary list can easily be content with black and white lettering—it is just a matter of preference. And by the way—if you will direct your attention to the moving picture show houses you will see that they are opening up some mighty fine positions for energetic and ambitious card writers. Managerial positions are being offered to men who can paint good banners, cards and do the advertising. I know of several young men here in the Northwest who have joined the movies and are pulling off some really interesting stunts too. As to salary, they are making much more than they would be likely to get for card writing in the average store. What these young men have done, others can do. There are movie theaters everywhere and each of them needs a good sign man. This is a suggestion that may be worth following up by the card man who feels that his present store work does not offer as rosy a future as it might.

As to the ways to make show cards—there are almost as many as there are card writers. Every man who makes cards has his own idea as to how the work should be done. One man holds his

brush in a certain way—the next man manipulates it in a slightly different way—the third man has still another way of going about his work, yet they all make good cards, probably one as well as the other. So set rules can be of but little use when it comes to execution if you are doing the best work in your town or the best you know how. When we get down to brass tacks, the thing that counts in card writing is the result rather than the method that brings about that result.



Plate No. 9335. A Display of Office Equipment by Lowman & Hanford Co., Seattle, Wash.

This picture shows a window display that was awarded a prize of \$250 in the recent Rice Leaders of the World Contest. The principal feature of this display, aside from the excellent handling of the merchandise is the clever use of the initials "Y" and "E," forming "The Key to System." The photograph is self-explanatory.

WINDOW CHARGING

AN ARRANGEMENT WHEREBY THE VARIOUS DEPARTMENTS ARE CHARGED FOR SPACE IN SHOW WINDOWS JUST AS THEY ARE CHARGED FOR NEWSPAPER ADVERTISING SPACE

J. H. Hobelman

With Nugents, St. Louis

THE display department in most stores is still non-productive in dollars and cents—the department is still figured under dead expense and the boss says—no money for windows—times are a little slow; what's the use of us jollyng each other around—We have all been through the mill—We have all gotten 1 dozen T-stands when we could use 6 dozen—We have all been allotted 10 yards of plush when 100 yards would look more like a real display—It's been a hard uphill pull to get the right stuff to work with in 90 per cent of cases—now what I am going to talk on is how to make a prince of the pauper display man—how to fix him so he will get a smile and glad hand from the front office—When he talks about a few needed fixtures—Can any one say why the display man is not as big as any man in the house—Where would the store be without him and what has he done—although continuously brow beaten he has silently plugged along—bringing the standard of store display from the crude stick and cheese cloth effort of 10 years ago to the magnificent art creations of today—little has been his assistance from the head of

the firm—in most instances he has been handed a Pot of Black Paint only and yet on opening days the boss walks out on the sidewalk and expects to see a Golden Sunset in all its beauty—If the display man were only the magician he is credited with being—but alas, the days of the Fairies are gone and the Window Man is only mortal and can do only such things as his ideas of creation and the money allowed him—let's say this again, the money allowed him will permit—We are all dreamers in a way—only to hear that old story—my boy just cut that request in half—We have not got the money to spend on that scheme today.

Now here is the proposition—take a house like mine with 60 departments—each and every one must have a window in the course of a year, some have 50 windows—some departments are always in the front—some only in season—Yet where the expense of the windows—such as fixtures, salaries, etc., are totaled up for the year—They are added to the General Expenses and divided evenly among all departments.—Now this is not fair to those who had only a few shows and those who have had continuous displays are not paying their just dues therefor we adopted and have had in use for eight years a most successful plan of charging—the copies of systems is herewith submitted. We make a charge per day for our windows, according to size and location—every store has a street that is more traversed than some others—very well, now it's up to the display man to place a valuation per day in each window—say,

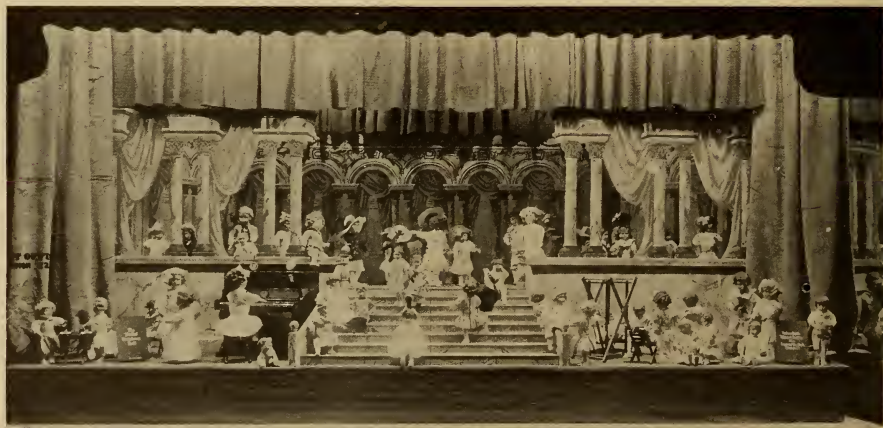


Plate No. 9336. A Moving Doll Display by H. H. Tarrasch for F. & R. Lazarus & Co., Columbus, O.

This was a mechanical window. The setting represented the foyer of a modern theater. The dolls in the middle upper space danced together, being kept in motion by a simple

mechanical contrivance operated by a small motor. Those in the foreground were motionless. This setting was built up on a platform about a foot above the level of the floor.



Plate No. 9337. Holiday Gift Window by Bert A. Smyser for Stone-Fisher Co., Tacoma, Wash.

The middle of the background was covered with a painted panel showing the three wise men of the East. This was surrounded by a rather plain structural effect with stucco-

covered panels at the sides. Red poinsettias and ferns were used. Various sections of the store were represented in the merchandise shown.

for instance, from the small side windows at \$1.00 a day to big fine corner windows at \$12.00 a day—also charging \$1.00 and up for columns, where many dainty displays can be made and \$2.00 or more for sidewalk cases—let your department man pick out what he wants and what the merchandise would call for—it's evident on first flash that 10c calicos would not want a window that only the cloak and suit man could pay for—and why should he have it?

At the time the merchandise is taken out of the window, a charge voucher is made out charging the department with the days of display at the regular chart prices, which are never changed, only in July and January, when clearing sales are on—then they are half price. From day to day the daily record is kept, which we here show, the departments running down the columns. The day of the month across top—the window number is placed in the squares on date put in, again on date taken out—from date to date is cost of display—this is carried out to total at end of line. This is charged to the department same as light, rent, delivery service, etc., credited to window expenses—this in turn pays all display department expenses and shows a neat sum to the good at the end of the year.

And why should the departments not pay? Do they get newspaper space for nothing? No. And how long does an ad last? One issue of the paper. The window is plugging along day in and day out. Many buyers prefer a window to an ad—the results are more direct in many instances, and in charging, each man pays for what he gets—it cuts out the "Window Hog," the man who wants them all—gives every department a show and makes the buyer scratch his head to put in something that will pay for the show or out the show comes and something that will pay goes in—the window man must please his cus-

tomers (the buyer)—the windows are well studied by all concerned. The department is self-sustaining, there is an air of independence instead of dependence—which should prevail where classy, up-to-date shows are expected. There is no point in the store that has more importance than the show fronts and why should we not place it where it belongs?

There is no grumble over expenses in my department—any reasonable idea can be executed. This, of course, is always understood—no display man must use solid gold where lacquer will do just as well—reason must always have its part in our work getting the best results from the least expenditures shows the best on books when the accounting takes place. Every display man is what he makes himself—always be willing to do a little more than you are paid for and be proud they think you can do it. Take a swing into any proposition, meet the boss often, be his right-hand man; for, remember, window display men are general purpose men and many have made great superintendents and managers; they don't all die window men, this is indeed comforting.

§ §

THERE is a merchant in Iowa who has taken up mail order competition from a new angle. He sends out to local people who are in the habit of buying from catalog houses, a large blank order sheet and invites anyone to use any regular mail order catalog and fill it out with specifications for any sort of merchandise they may need. He offers to fill any order at the catalog prices and pay half the freight. Naturally he requires his money in advance but he guarantees everything to be fully up to the standard of mail order house goods. This appears to be a better scheme than to sit around knocking the catalog concerns.

MERCHANTS' RECORD AND SHOW WINDOW

AN ILLUSTRATED MONTHLY JOURNAL FOR THE MERCHANT
WINDOW DECORATOR AND ADVERTISING MAN

ABSORBING

"Harmon's Journal of Window Dressing" Established 1893
"The Show Window" Established 1897
"The Window Trimmer and Retail Merchants' Advertiser" Established 1901
"Merchant and Decorator" Established 1905

PUBLISHED ON THE FIFTH OF EVERY MONTH BY

THE MERCHANTS' RECORD COMPANY

J. F. NICKERSON President
G. H. LAMBERTON Sec'y and Mgr.
THOMAS A. BIRD Editor

431 So. Dearborn Street, Chicago, Ill.

TELEPHONE HARRISON 3067

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Telephone 4349 Beekman

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MEMBER CHICAGO TRADE PRESS ASSOCIATION

Official Organ of

The International Association of Display Men

*In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

*Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.
*When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

*Copy for advertisements must be in the publisher's hands not later than 20th of preceding month to insure position in current number.

December, 1915

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Which Day to Advertise

ADVERTISING MEN of Davenport, Ia., at a recent meeting, discussed the question of which day in the week is the best for retail advertising. Mney contended that Friday was best while others contended that days earlier in the week were better. After a lengthy discussion, however, it was agreed that no fixed rule could be established but that conditions and the nature of the business must be carefully considered in determining upon the best advertising day.

This is a matter that has frequently been up for discussion, but it is something that never can be decided by rule of thumb. Undoubtedly Friday is the best day in the week to advertise in most cities providing the store is one that is patronized by the general public. On the other hand, stores catering to a more exclusive trade would probably find Monday or Tuesday better. This is a question that must be studied carefully by each individual store.

Organization Necessary

ORGANIZATION is paramount in merchandising. The greatest measure of success is impossible without co-operation and intelligent team work. This applies not only to individual stores but to groups of stores, whether these groups may be represented by the small town or big city. Organizations of merchants in cities of all sizes have made much progress in the matter of co-operation during the past few years; nevertheless there are yet many cities in which the spirit of retail co-operation lies dormant. Eventually these merchants will wake up but in the meantime they are losing ground to others who are more progressive. For example, Pittsburgh, Pa., has recently been rudely awakened to the fact that closer team work will be necessary in the future to meet the ever encroaching competition of stores in other cities.

At a meeting held November 19 about one hundred representatives of mercantile firms in Pittsburgh organized a Retail Merchants' Board of the Chamber of Commerce. Addresses were made by Edgar J. Kaufmann, one of the biggest department store men in Pittsburgh, and William H. Stevenson, former president of the Chamber of Commerce.

In the resume of the weaknesses he had found in the mercantile business life of Pittsburgh, and during a plea for concerted action, Mr. Kaufmann made some rather startling disclosures, among which was the declaration that Cleveland, through more up-to-date plans, had gradually been taking the suburban business of Pittsburgh.

Pointing out some of the so-called unfair competition with which the Pittsburgh clothiers were contending, the speaker said 2,000 suits of clothes were being sold each week by numerous clubs

which, he said, were lotteries which were not molested. The local authorities, he said, had been notified. Mr. Kaufmann found fault with the present credit and collection systems and suggested the inauguration of a central bureau for each.

Mr. Stevenson said the Retail Merchants' Board could be a power in regulating traffic which he thought to be a matter of extreme importance in this city at present.

The by-laws adopted provided that the membership of the organization be divided into five classes, the grade to be determined by the size of the firm. The voting powers are to be governed by a similar ratio.

When large and powerful merchants such as those represented by the leading stores of Pittsburgh recognize the necessity of organization for concerted action, surely the smaller merchants with infinitely more competition should realize the importance of standing together for protection. In every town there should be a Retail Merchants' association with the purpose of getting for its members every possible bit of trade in its territory, and its policy should be sufficiently aggressive to accomplish that end.

§ §

Making Things Easy

WHILE the merchant is having troubles of his own during the rush of the holiday season, the customer also finds it none too easy to make her way from department to department along the crowded aisles of a big store. During the last two or three weeks before Christmas, shopping in most stores is a laborious undertaking and the merchant who makes the task any easier for his customers should receive their warm appreciation. One of the chief difficulties confronting the customer lies in the distance between departments. Supposing that the customer has quite a number of friends and relatives to remember, most of her shopping time is spent, not in the actual selection of merchandise, but in traveling from one place to another in search of the things that are wanted. Working women and men who have but little time to spare find it almost impossible to do their Christmas shopping in a satisfactory manner under such circumstances.

During the past few years a number of merchants have developed a plan that greatly simplifies shopping during the rush season. The idea is simply to collect certain kinds of gift articles from all over the store and assemble them in some special section by themselves. Some convenient space on the ground floor or in the basement is usually chosen for this purpose. In the average store most of the articles sold for Christmas gifts are priced at a dollar or less, and for this reason it is advisable to include only moderate priced goods among those to be displayed in the "Gift Corner," or whatever this

section may be called. For example, the following is quoted from an advertisement of a big eastern store announcing such a section:

CHRISTMAS FAIR

In the basement a number of tables are filled with gift things from all over the store, and *everything is under a dollar.*

Many who go to this Christmas Fair to fill rather long gift lists are amazed at the variety and the excellence of the gift things we can sell for such small prices.

Ten cents, a quarter of a dollar, half a dollar—such prices as these will bring choice from a very great and very attractive variety of useful and pretty things of all sorts.

We cannot suitably give a list here, but—for your own satisfaction—pay a visit and see for yourself what a good place this is for the gift-buyer.

§ §

A NUMBER of retail stores in Memphis, Tenn., have tendered the use of their show windows for the purpose of demonstrating advanced agricultural methods. Corn growing, dairying, beef and pork production, gardening, poultry, home economics and sanitation will be demonstrated. This movement is being made in co-operation with the Farm Development Bureau.

§ §

Our Monthly Prize Contest

THE Merchants Record and Show Window awards a prize of \$5 each month for the best photographs submitted. Any person is eligible to enter photographs in these contests, and in addition to the prize of \$5 the winner is given a handsomely lithographed certificate of award. Awards for 1915 have been made as follows:

Harry W. Hoile, Birmingham, Ala.
John R. Patton, Indianapolis, Ind.
Wm. M. Sheppard, Sioux City, Ia.
J. W. Sanger, Rochester, N. Y.
Aage Schiodt, Hutchinson, Kans.
H. H. Tarrasch, Columbus, O.
E. J. Berg, Omaha, Neb.
W. H. Hinks, Minneapolis, Minn.
L. A. Manne, Grand Rapids, Mich.
Walter Zemitzsch, St. Louis
C. D. Lovelace, Chicago, Ill.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable. The same is true of all other photographs we receive.



Plate No. 9338. An Interesting Winter Window by Carl W. Ahlroth for the Union, Columbus, O.

Here is shown an unusually interesting display of outdoor wear. It attracted a wonderful amount of attention because of its realism and the natural positions of all the figures. The sidewalk was crowded constantly while the display was in. Mr. Ahlroth is an ex-champion skater and for this reason took a good deal of pleasure in making every detail of this display as perfect as possible. It would be extremely difficult to improve upon the position of the two figures who are "cutting the Dutch roll." Every detail of pose is re-

markably accurate. In order to get these figures exactly right, Mr. Ahlroth modeled the legs and then cast them in plaster of paris. The floor was painted canvas covered with ground glass and the skate marks were put on in a manner altogether natural. The painted scene at the back fitted into the floor so naturally that it was difficult to tell where the two met. The group at the left was almost as interesting as the skaters. Mr. Ahlroth considers this one of the best things he has accomplished.

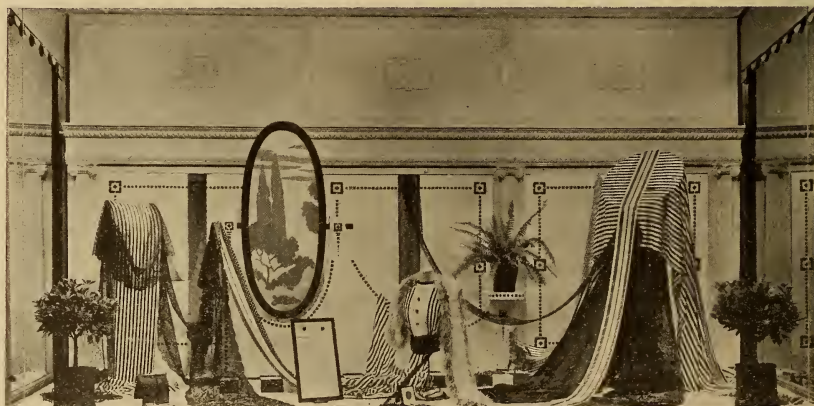


Plate No. 9339. A Black and White Display by H. R. Claudius for Foster, Ross & Co., Auburn, N. Y.

This is one of several black and white windows that were installed by Mr. Claudius recently. The decorations were quite simple. A dainty design was used on the three panels of the background and in front of this was a frame-

work or set piece with an oval at one end and a sort of pedestal at the other. The picture in the oval frame was done in shades of grey. All of the merchandise was in black and white.

Department Store Card Writing Problems

—Article VII—

Significant Lettering

by

J. W. Johnston

TO CHOOSE the most effective alphabet or style of lettering for any definite, specific card writing purpose is certainly one of the problems which has confronted, at some time or other, the card writers of nearly every department store and, for that matter, the card writers of all stores where the subject is given thought.

The card writers of the larger establishments face the problem from quite a different viewpoint from that of the workmen in the smaller stores, for the reason that there are actually dozens or hundreds of cards prepared each day at the card writing desks in the larger establishments; whereas the smaller shops may require but half a dozen. It would seem, therefore, that the better work in sign making or card writing would be found in the little store, but my observation has assured me that the contrary is true. Unquestionably, the men in the big establishments are in constant practice, while the card writer in the one-aisle enterprise, although frequently talented, may also be a display manager, salesman or accountant.

The card writers in the "exclusive specialty shops" occupy a middle ground, and while I feel certain the subject of "Significant Lettering" is one of considerable interest and value to every wielder of the pen or brush, it is perhaps with those in the "specialty shops" my opinions in this article will have the greatest weight. However, there are many occasions in the larger stores when an especially well thought out and *appropriately lettered* card may be very effectively used, such as in a display of novelty or special wares or in an opening window.

As a general working principle, I contend that there should be a uniformity in not only the size, style and coloring of the display cards used about a place of business, but also a uniformity in the lettering used and last, but not least, in the employment of the cards themselves with relation to their proper position of posture in the card holder or their fixtures, which is a subject I am to go into in my article for the January issue. Nevertheless, there are exceptions to every well formulated rule and such exceptions in this instance are the "special sales." It will be remembered that in my discussion bearing on the problem of the "White vs. the Colored Card," I advocated the adoption of some regular card or combination of colors with respect to the card itself and the lettering, to be determined by the tone of the surrounding counter woodwork or stock shelves. I made one ex-

ception to this rule and the exception had to do with "special price sales" of a few days' duration, when I thought less enduring white cards with the ordinary black lettering would suffice.

Just so here. Some well established, substantial style of lettering should be adopted for general store purposes, but for a special occasion, when something out of the ordinary and *better than the ordinary* is to be featured, the lettering might well be chosen with a view to its special significance or its intelligent application to the merchandise being announced. The advertising value or "pulling" quality of such a card should be many times greater than the same copy written on the ordinary card such as would be used for general store purposes embodying, as it naturally would, "the usual celebration" with respect to the lettering used and with respect to the color combination.

The Caslon alphabet considered by me in my September and October articles is assuredly a font which I deem worthy of general, everyday application for card writing purposes. The use of this Gothic capital letters *when the notice is of only a few words*, say half a dozen words, has also been advanced by me. (See November issue of the MERCHANTS RECORD.) As intimated, however, there are times and occasions when a temporary change is advisable from the monotony of the regular, every day cards, as we will now see.

Perhaps the most frequently observed example of Significant Lettering is the spelling of Chinese or Japanese words in English by letters constructed in the spirit or in the semblance of the alphabets or linguistic tokens of those nationalities from which the names of the goods or the names of the business being featured came.

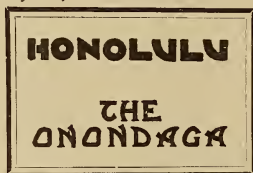


EXAMPLE 1.
ORIENTAL LETTERING.

It perhaps needs no argument to prove that a card with such significant lettering used in connection with a special display of goods of Oriental origin such as kimono silks, wicker ware, incense, perfumery, or

the thousand-and-one other things from China, Japan or Korea would be more effective than the same announcement bespeaking the name of the establishment of the virtues of the merchandise written in a Caslon, Gothic or Della Robbia type.

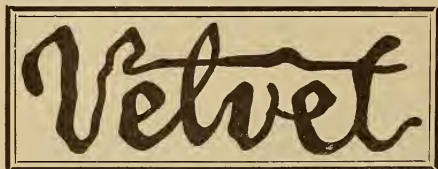
Indian names are also much more effective when spelled out in characters which cannot only be recognized as being representations of letters of the English alphabet, but which also convey to the mind through the eye the idea for which the name stands.



LETTERING OF INDIAN NAMES.

Significant lettering involves psychology which we know is nothing other than a science involving the functions, operations and phenomena of the human mind. The point is that it is possible to so construct names and announcements that the mere sight of any word or even any one letter of a word gives us a clue as to what it is all about.

It is not necessary for us to know that a letter actually constructed of holly or of lines representing holly and holly berries is symbolic of Christmas, nor that a letter or a word made of fire crackers or of a representation of fireworks has to do with the Fourth



A WELL KNOWN EXAMPLE.

of July. A cross of Easter lillies or a pillow of immortells, sent in times of grief and loving remembrance, involves the same psychology. We know at a glance what the symbols mean in general. Our minds are stimulated immediately to a proper and cordial reception of what the message has to say in particular.

The man or woman who designed the letters for the word illustrating my third example knew his or her business. It is significant that the flow of the lines bear a resemblance or suggestion to currents or waves of smoke for it is the name, the token, of a smoking tobacco.

Merchants of various nationalities might easily signify the origin of their names or the quality or class of their merchandise by the use of lettering in either the old style points of their Fatherland or Motherland, or in the modern styles of lettering which or nationality of the name, merchandise or even na-

are generally thought to have originated and are so identified at the present time with the country, nationality or quality of the goods being presented.

The German advertising designers have made excellent progress within the last few years in the cre-



OLD AND NEW GERMAN.

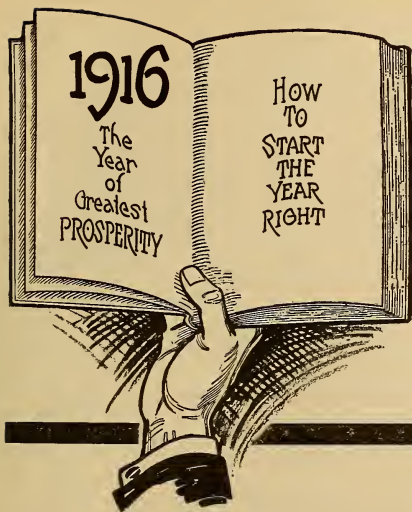
ation of alphabets which are unmistakably artistic and equally effective in an advertising sense.

Although perhaps not quite so original in recent years, the British advertisers, and advertisers not British yet advertising goods of British names or



BRITISH STYLES.

origin, frequently and effectively employ lettering which on its face informs the beholder of the family



STUDY *at the* KOESTER SCHOOL

Classes Start January 3

January 3 is but a few weeks off and if you are going to enter the early Spring class of the Koester School you must act quickly. You have been considering a course in this school, why not take it in the January class? You will never have a better opportunity to secure a high salaried position than next season. And the Koester School can prepare you to fill that position.

Prosperity Is Here

The year 1916 is going to see the greatest prosperity this country has ever known. Big crops and high prices for all farm products, and factories running overtime mean that merchants will have unprecedented trade.

This will call for a full staff of display men who are able to put in business-pulling windows.

Such a combination of favorable circumstances has never occurred before and may never occur again.

Billions of dollars are passing over the merchants' counters—he needs the best window displays in order to get his share of business.

Isn't this the time to take up that course of training in the Koester School?

Don't delay one minute—write for further information and plan to start January 3, 1916.

The Koester School

215 So. Market St.
CHICAGO

GEO. J. COWAN, Pres.

WILL H. BATES, Head Instructor

E. M. LEWIS, Mgr.

ture of the service to be expected by a patronage of the house, or of the article offered for distribution.

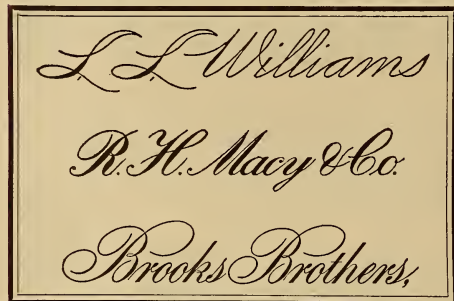
The French also take pride in the announcing of mercantile events or in writing their business names



FRENCH STYLES.

in the graceful and artistic lettering so truly representative of perhaps the most aesthetic of European people.

For many years past the various Script styles of lettering more or less on the order of the well known



SCRIPT SIGNATURES.

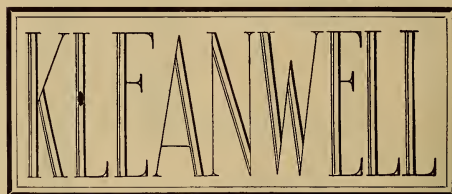
Spencerian copy book curves with which we were so familiar in our early schools days have been adopted and used as a worthy lettering for the presentation in a business sense of the name of the firm. It has seemed to me that perhaps the reason for the general acceptance of this style of lettering for the purpose in



A SIGNIFICANT SIGN.

mind is that among the bookkeepers of the business houses are generally to be found the best penmen. The "vertical" writing which recently displaced the old Spencerian tones in the schools of many cities has not yet taken precedence in the offices of the business houses, apparently, for we see evidence everywhere on letterheads, window panes and in the signatures to business announcements proving that the penman and sign makers who can write in the "good fist" of Spencer and his allies had not yet lost their sway.

From car windows we often see magnificent examples of significant lettering. The fact that the trains are frequently moving and moving fast makes



SIGNIFICANT TRADE LETTERING.

the use of lettering which will help tell the story at a glance of greater than ordinary value.

Manufacturers and advertisers of dental accessories have recently shown a marked appreciation

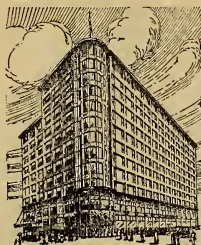


HOTEL ANNOUNCEMENTS.

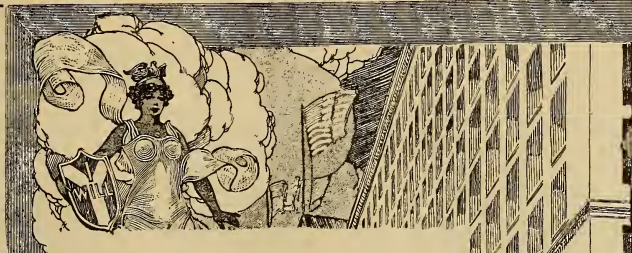
of the fact that if they are to hold their trade in the strenuous competition being exerted in these days of sanitation and "safety first," they must in not only in the actual choosing of a name for their merchandise;



ASSORTED SAMPLES.



Carson, Pirie, Scott & Co.
Over a block of show windows



CHICAGO—the Mecca of the World in Window Display

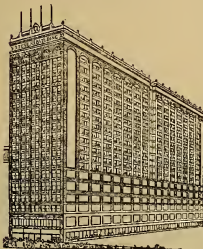
From the viewpoint of Americans and Europeans interested in window display advertising, Chicago is a city of exceptional importance and interest. The great merchants of this city have devoted much time and study to the problem of displaying merchandise in show windows with the result that Chicago is recognized the world over as having attained a position of leadership. This enviable position is due in no small degree to the alertness, foresight and spirit of progress so characteristic of Chicago business men.

To what extent the great retail merchants of Chicago regard the value of the show windows as a direct advertising medium is best illustrated by the opinion expressed by one of State Street's leading merchants. In a discussion of the relative merits of newspaper and show window advertising he is reported to have said if he were obliged to abandon one or the other, he would prefer to give up newspaper advertising and retain the show windows. While no progressive merchant advocates the policy of confining his publicity to one medium, the opinion of the merchant demonstrates the immense practical value of the show window; and explains, in a measure, why Chicago window displays are conceded to be the best in the world.

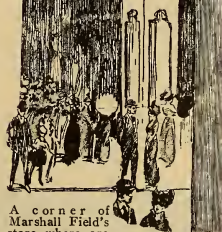
The Koester School the Mecca of all Display Men

The Koester School feels a just pride in contributing its part to the prestige that has been won by the show window. The Koester system of displaying merchandise has practically revolutionized window dressing in this country. Koester methods have been adopted by all of the leading retail stores throughout America and in parts of Europe. The Koester School is the largest and best equipped school of its kind in the world giving practical instruction and training in Window Dressing, Retail Advertising and Show Card Writing.

It has been the custom for many years for merchants, far and near, to send their Window Display Men to Chicago for special training in the Koester School, and to make a special study of Chicago show windows. The favorable opportunities for rapid advancement in the retail field and the many advantages offered by the Koester School and Chicago show windows are important factors to be considered by every one who intends to prepare himself for publicity work.



Chas. A. Stevens & Bros. store
with a block long arcade of
displays, besides regular win-
dows.



A corner of
Marshall Field's
store where are
placed the finest window dis-
plays in the world.

Other great stores are the Boston
Store, with two blocks of displays;
Stern's, with two blocks, and
Hillman's, with a block. Hundreds
of smaller stores and shops all con-
centrated in the loop make the great-
est array of displays in the same size
space possible to see in the world.



Mandel Bros. Two blocks of show
windows.



Rothschild's. A block and a half of
show windows.



The Fair. Two blocks of show
windows.

Study in Chicago at the Koester School—the Fountain Head of Window Display Work. 1916 Classes start Jan. 3rd.

THE KOESTER SCHOOL, 215 South Market Street, Chicago, Ill.



Plate No. 9340. A Good Display of Men's Wear by H. H. Tarrasch for F. & R. Lazarus & Co., Columbus, O.

In the window was shown only morning wear for men. In the middle was a man's wax figure dressed correctly in morning wear as approved by the highest sartorial authority.

The ties and gloves were grey. The only decoration used was a very small spray of asparagus ferns in a little vase placed on the floor. No color was used in this window.

but also in the recording of the name chosen, select lettering which will be in accordance with the connotation or denotation of the name.

Apartment houses and hotels catering to the better trade have also recognized the value of using significant or intelligently selected letters in announcing the names of their apartments or in featuring the quality of the accommodations offered.

In conclusion, I offer five examples which I have selected from many specimens collected in my years

of hoarding. They will speak for themselves. However, a mere glance at each of them will prove the value of the principle which I have been expounding.

This article concludes the exposition of the ideas which I had in mind for publication at this time on the problem dealing with the selection of the best alphabet for general purposes and also for perhaps a wise choosing of special lettering to be used when a particularly forceful or direct appeal is to be made through the magic of the printed page.



Plate No. 9341. A Linen Display by Wm. Butement for Forbes & Wallace, Springfield, Mass.

This is an excellent way to show good linens. The large table covers were shown on wooden circles at the back and a number of smaller centerpieces were arranged on little tables which permitted the edges to hang down, showing the

patterns. The other pieces were shown folded. Rambler roses were used at the back and large single roses were scattered among the merchandise. Additional color was supplied by the bright labels on the folded linens.

A Cheerful Shopper Is a Good Buyer

Smiles and Smilax go together.

What You like to see in church and home, Your Patrons like to see in Your Store.

Hence, in the happy holidays of the Fall and Winter season, the touch of green—the Evergreen—is cheerful, artistic, appropriate and appreciated.

Beaven's

Southern Wild Smilax comes in almost any size, from sprays 2 to 6 feet long to vines exceeding 30 feet in length. It retains its fresh green color and appearance. It is real and shows it; and it is not expensive.

Write NOW!
RIGHT Now.



Southern Wild Smilax and Long Needle Pine

Smilax

The use of Southern Wild Smilax with Long Needle Pine and Magnolia foliage, gives an effect so refreshing—so evergreen—and at such slight cost, that not to use it is extravagant negligence.

ORDER NOW.
RIGHT NOW.

If you have never used our evergreens, or do not understand their use or quantities needed, please send me dimensions of your show windows and store front, and I will be pleased to advise you.

Plan your decorations and book your orders early.

Partial List of My Evergreen Specialties.

Magnolia Foliage

No one knows the real Southern Magnolia unless they have seen our particular growing. The leaves are a beautiful lustrous green lined with a rich, soft brown.

You can easily work Magnolia into countless attractive designs.

"We furnish the sprays—You make the wreaths."

Packed in same size cases as Southern Smilax.

No. 1.....\$1.00 No. 3.....\$3.00 No. 5.....\$4.00

No. 2.....2.00 No. 4.....3.50 No. 6.....5.50

Southern Wild Smilax

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows:

Case No.	Covers	Approx.	Weight	Price
1	100 sq. ft.	15 lbs.	\$1.00	
2	200 sq. ft.	30 lbs.	2.00	
3	300 sq. ft.	45 lbs.	3.00	
4	400 sq. ft.	60 lbs.	3.50	
5	500 sq. ft.	75 lbs.	4.00	
6	600 sq. ft.	90 lbs.	4.50	

Holly

Splendid crop for this year. Full rich leaves with lots of berries. Order early and obtain the best and freshest stock.

3-lb. box.....\$0.75 60-lb. box.....\$3.00

15-lb. box.....1.25 60-lb. box.....3.50

25-lb. box.....2.00

LONG NEEDLE PINES } Each Dozen Per 100

As beautiful as palms in decorations. } 2 ft.....10c \$1.00 \$6.00

3 ft.....15c 1.50 9.00

4 ft.....20c 2.00 11.00

CHAMAEROPS PALM LEAVES } 25c per doz., \$2.50 per 100.

SABAL PALM LEAVES } Each Dozen Per 100

CROWNS } 3 ft.....15c \$1.50 \$11.00

Our native palm plants with } 4 ft.....20c 2.25 15.00

their roots removed. } 5 ft.....25c 3.00 20.00

SOUTHERN GREY MOSS 25 lbs. sack, \$3.00.

Satisfaction (and more) absolutely guaranteed or no money expected.

Prices are f. o. b. shipping point.

Special Express Rates, 25 per cent less than regular merchandise rates.

Beaven's Fadeless Green Sheet Moss, to cover the floors of your show windows, per bag, \$4.00.

Prompt
Shipment

Edward A. Beaven
Evergreen, Alabama

By Fast Freight
Express or
Parcel Post



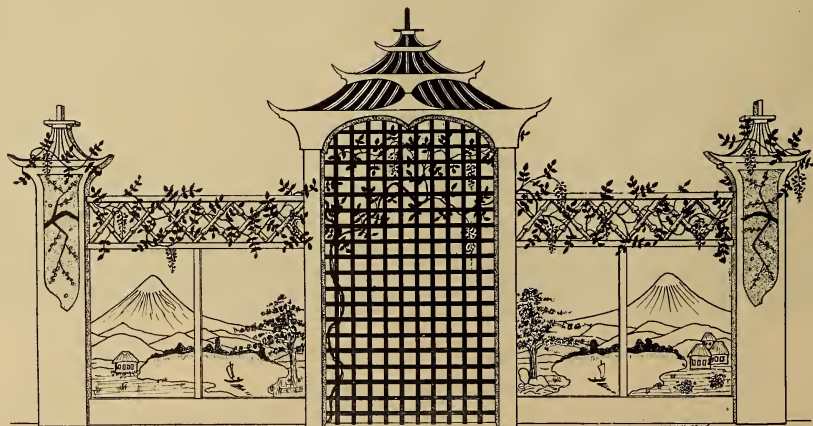
THIS BIRTHDAY CAKE WEIGHED NEARLY HALF A TON.

Store Has Birthday Party

THE STORE of Max H. Reiser Co., in Columbus, O., recently had a thirty-fifth anniversary and to celebrate this occasion a remarkable birthday party was held. One of the chief features was an enormous birthday cake—probably the largest that ever was made. It was approximately fifteen feet in circumference and stood three feet high. This gigantic piece of pastry weighed nearly half a ton and required eight strong men to lift it. The principal ingredients were one barrel of flour, one barrel of sugar, 1,000 eggs, three tubs of butter, one quart of lemon flavor, one quart of vanilla flavor and 225 pounds of icing. It was made in nine layers.

The cake was surmounted by a circle of electric lights to imitate the thirty-five candles that were

due on this occasion. When placed in the window as shown in the picture, it attracted constant crowds. At one side was a card telling about the materials used and on the other was another card with the following: "The Biggest Cake in the World—Will Be Cut Saturday Morning at Nine O'clock—There Will Be a Piece for You. Meanwhile, Prices Cut in Every Department." When the time arrived for the cutting of the cake an immense crowd was on hand. The mayor of the city officiated as master of ceremonies and did the cutting with an enormous knife in keeping with the size of the cake. The mayor made an address and invited the crowd to attend the next anniversary when another big cake will be cut. On the day the cake was cut this store did the greatest business in its history.



A BACKGROUND DESIGN BY J. M. IMHOFF, WITH THE MODE, LTD., BOISE, IDAHO.

THE 1916 SALARY QUESTION

The Correct Way to Solve this Problem is through Personal Efficiency

It is an acknowledged fact that the War in Europe means greater prosperity for those in this country.

What are you going to do in 1916 to get your share of it?

Our cooperation has equipped many a young man to receive two or three times as much in his pay envelope as he received before attending the E. T. S. There is no good reason why you cannot do the same.

Getting the positions and getting the salary are subjects which we go into thoroughly and confidentially with each student.

The following paragraphs taken from our correspondence files show positive and convincing evidence that E. T. S. knowledge will increase your efficiency and earning power.

First 1916
E. T. S.
Classes Start
Jan. 3rd

READ WHAT OTHERS SAY

First 1916
E. T. S.
Classes Start
Jan. 3rd

When I came to your school I drew a soldier's pay of \$21.60 per month. Today I hold one of the best advertising positions in the Southwest, and my salary is climbing towards the \$3000 a year mark.

M. P. Carlock,
Advertising Mgr. White House,
El Paso, Texas.

I have had an increase in salary of \$5.00 per week which I credit to the knowledge gained at the Economist School.

Jas. S. B. Mullarkey,
540 Summit St., Schenectady, N. Y.
I have doubled my salary by going to the E. T. S. for nine weeks. I have had an increase from \$35.00 to over \$75.00.

W. W. White,
c/o White Bros., Waynesboro, Va.

The reason that I have just received a generous increase in my salary can only mean that my work

is very satisfactory. I must give the E. T. S. credit.

Murray Berlin,
Display Mgr. Kronheimer's Dept.
Store, Durham, N. C.

My salary has been increased 25% since attending the school.

W. E. Waggener,
Holoway-Wright Co., New Castle, Ind.
I was enabled to almost double my earnings from the beginning.

G. F. Irwin, Salesmanship and
Advertising Instructor, University
of Wisconsin, Madison, Wis.

I have the Economist Training
School to thank for a position which
has tripled the salary I received before
taking up the studies.

Harry L. Herb,
Advertising Mgr., The Hub,
Easton, Pa.

If anyone wishes my advice about
the school, I would be very glad to
tell them what you have done for me

besides more than doubling my salary.

Winston Davis,
Boylan-Pearce Co., Raleigh, N. C.

Am now holding the position of display
manager and advertising man
with a salary of over three times
more than I got before taking your
course.

R. H. Davis,
F. L. Whitman, Altoona, Pa.

Since graduating from the E. T. S.
I have received another increase in
salary, making the third increase in
less than a year and without asking
for a raise.

Arthur Kilbert,
L. Stein & Co., Middletown, N. Y.

Then, too, there is a big financial
gain. My employer appreciates the
value of Economist training and is
willing to pay for it.

Ernest L. Hastings,
Hugo A. Bauch Co.,
Milwaukee, Wis.

You can do what others have done. They were no older, no more ambitious to win out than you are. The only thing that will help you leap the barrier that is raised between the untrained, poorly paid, over-crowded ranks, and the specialized trained work of the **Sales Manager, Display Manager and Advertising Manager** is training.

Training is the difference between position and job—between salary and wages—between five thousand a year and seven hundred.

It is up to you to specialize to prepare for the class of work that few are qualified to do and thus secure a higher place and better pay.

ECONOMIST TRAINING SCHOOL, 231-243 W. 39th St., New York City



MARK ANY OR ALL THESE SQUARES AND RETURN THIS COUPON

☐ Send me your school catalogue on Advertising, Salesmanship, Display Management, Salesmanship, and Show Card Writing.

☐ I want your catalogue on Window Materials, Show Card Writing Supplies, and Retail Business Books.

☐ I will attend the E. T. S. in 1916. Send me the class formation dates for O January, O February, O March, O April.

☐ Send me your free book written by 10 Display Managers entitled "Ten Display Managers Tell How to Sell It."

☐ Send me a free sample of the Dry Goods Economist containing the Monthly Store Equipment and Window Display Section.

☐ I am interested in O Advertising, O Salesmanship, O Display Management, or Window Training, O Salesmanship, O Show Card Writing.

Name
Street
City
State

SHORT LENGTHS FOR THE AD-MAN

**LITTLE ARGUMENTS BY SOME OF THE BEST AD-WRITERS
—WITH A FEW CHANGES THEY MAY BE MADE TO
APPLY TO ANY BUSINESS—WORK THEM
OVER TO SUIT YOURSELF**

Start Early This Morning—We are ready to serve you promptly and efficiently—and everything will be home in time. Our holiday service will be taxed to the utmost, of course; but we know you will be glad to help by CARRYING SMALL PARCELS whenever you can do so without inconvenience. Whether you have most of your Christmas shopping yet to do, or are "just finishing up," it will pay to have a definite plan—make a list of names, or articles, or about the amount allotted to each, then start out early in the morning—right after breakfast.

Only One More Week With Santa Claus—Soon he'll leave the Dolls and Doll Houses, Horns and Drums, clicking, spurring Trains and Engines, Wiggling Toys and squeaking Animals. Just one more week, and the Mountain Village, with its cottages and silvery snow-clad hills will be no more—no more merry coasters, no more automobiles, mountain trains and lively little skaters. Just one more week until Christmas—and wouldn't there be great regret in little folks' hearts on Christmas morning if they hadn't been to Toyland! Get them ready this morning, bright and early, and treat them to an hour or two in Toyland—it's the children's own joyland, this Toyland of ours. Up and away! Every minute counts now. These specials are attractive, too.

Books to Delight and Instruct Children—Many a child acquires a love of Books which it carries through life, deriving pleasure, knowledge and the finest companionship from them. But to cultivate a desire for reading, the right Books must be placed into a child's hands—Books which carry it into the realm of fancy by harmless paths or into the more prosaic realm of facts by pleasant ones. See our Miss Wilson, on the Mezzanine Floor, Filbert Street, and get expert advice on Children's Books.

All Aboard for Toy Land—Santa Claus is kept so busy meeting the children and finding what they want that he hasn't time for anything else. Toy selling is getting "fast and furious," but the reserve stock is bravely keeping the supply up to the mark. But do not delay too long, soon there will be shortages and it is usually of the very thing you want.

Come to Toyland—Jingling bells, prancing reindeer, dreams of Santa Claus, bursting stockings—nothing would seem quite right to the children without a trip to Toyland first. Let them come today and you come with them—it's the best and finest collection of Toys this side of Santa Claus Land, and here are some extra good values for today.

Be Sure to Visit Toyland Today—A wonderful Land is Toyland, with its thousands of Toys, and hosts of happy girls and boys. With its Mountain Village bathed in moonlight, its Doll Salon with Dolls of all descriptions, Electrical and Mechanical Toys keeping up a merry racket, and all sorts of cunning prankish animals making little folks laugh with their queer antics. Come! And come early in the day. Half the pleasure in your Toys is in seeing all the Toys intended for other folks, and you can see them to better advantage before the afternoon crowds through the Toy Store.

Toyland—Full of Pleasure and Many Special Values—In the enjoyment and pleasure of creating a wonderland of Toys for children we haven't forgotten that from the children's parents. Special Values receive the utmost appreciation at Christmas time. Long before Santa Claus received his first Christmas inspiration, we have been preparing to induce early shopping by providing some exceptional values with which to start the season. For many kinds of toys we placed early orders for very large quantities, and, as a result, we have better \$1.00 Dolls, better Hand Cars and various other Toyland articles than can be found in any other Toy Store in Philadelphia at the prices. Ready for today are these.

A Wonder World of Toys—Can you remember when the one thing you wanted, next to Toys of your very own, was to gaze into the shop windows and get all the pleasure you could out of the Toys intended for many little girls and boys, far and near? We can. But we can't begin to remember anything as great, as wonderful, as pleasure giving, as the Toyland

we've planned for the children this year. Even grown folks come here and spend hours in Toyland—in the Doll Salon, at the Mountain Village, among the Moving Toys—just for the pure pleasure of it.

The Great Toy Store and the House of a Thousand Babies—at Wanamaker's have become a Christmas institution in New York—one has not seen the Happy Toy World without a visit to the Wanamaker Toy Store on the Subway floor of the Old Building; and surely a mother is missing the Christmas sights of the year if she fails to enter the Doll Store, which we call the "House of a Thousand Babies," on the Fourth floor of the Old Building. Stocks replenished constantly from our large reserve rooms, but certain novelties cannot be replaced and should be selected now.

Children Will Enjoy It—You'll Be Better Pleased If You Get to Toyland Before the Christmas Crowds—You can loiter wherever you're most interested; the children will be better able to see; you'll find the variety greater, the special values more numerous, and you'll leave the Toy Store better satisfied and in a better humor, if you come NOW. A special trip, through every nook and corner of this wonderful land, is due the children. Toyland should be their playground from now on. It was inspired by them and planned for them, and the children's fairy-friend—Santa Claus—makes it his home. The dear, jolly old elf will find out in a twinkling what the little folks want. Besides, there are many things in which every intelligent grown person will be interested.

The Big New Doll Salon—Is alive with interest—thousands of Dolls are enjoying its spaciousness. Some are sleeping, others tidying up the house; one little lady plays the piano, while others attend to the various Doll duties of a very lovely Doll house. Isn't it an exciting time for these wee ladies and the little mothers who are waiting to own them at Christmas? **TREE ORNAMENTS**—hundreds and hundreds of kinds, including many specialties and exclusive pieces—5c to \$2.50.

Toys That Boys Like—Trains of Cars—passenger coaches, freight cars, coal cars—complete with tracks. Mechanical and Electrical Toys of all kinds; Drums and Horns; Toys that make queer, squeaking noises; Toys that swim and do prankish tricks; Toys that inquiring minds long to take apart and examine. These are all here—the great variety in Philadelphia. **TOYS FOR BABIES**—Woolly lambs and jingling rattles, soft, chubby pets for little arms, bouncing balls, Toys that squeak when Baby hugs them. Surely, nobody needs to wonder what to get for baby.

We Have Decided to Sell at Once a Difficult Lot of Fine French Dolls—A large number of these dolls came into our hands some time ago, and what to do with them has been something of a problem. They are very fine, beautiful things, and quite expensive. But they are not all that they should be. In some cases the enamel is chipped and the rubber in the joints weakened; others are free from these faults, but may develop them. So we have decided to sell them at once, with this explanation, at mere fractions of former prices. The reduced prices are \$1 to \$3 for undressed dolls, and \$2 to \$3 for dressed. The variety is great and a good many of our customers would like to take advantage of the opportunity to get Christmas gifts ahead of time. *Please note that the dolls are not exchangeable.*

An Overflowing Christmas Stocking—The several million dollars in new, reliable and (in many cases) exclusive goods that fill this store now make up unquestionably the largest and choicest holiday stocks ever assembled in Brooklyn. Yet our customers will find that we are not forgetting our regular lines of service and that plenty of warm winter clothing and all other winter supplies are here. The Store is big enough, so that we do not need to push such things aside to make room for the great gift stocks. Yesterday brought such a throng that we once more urge, for your own comfort and better service, that you make a special effort to come in the morning hours. Everything is fresh and ready then. You can do in an hour in the morning what may take two or more in the afternoon. We find that each year people begin their Christmas shopping earlier and more people shop in the morning hours, and it adds very much to the real pleasure of the holiday season.

Good Clothing Needs No Gift Plea—Yet a man can give nothing better than a good suit of clothes or a good overcoat, at a fair price. For the long stretch of hard weather just ahead of us, we have made good provision in every branch of

Our Christmas Offerings



COSTUME FORM No. 60/103 L
Perfect in design, proportions, finish

The latest trade pulling Kindlimann forms have met with instant success because they display prevailing styles to their best advantage.

The New Kindlimann Creations we are herewith showing possess all the qualifications for effective merchandise displays of present day styles.

The adjustable weighted limbs permit these forms to stand alone without the aid of an unsightly rear brace.

Costume Form No. 60/103 L
Bust and Legs of Flesh
Colored guaranteed enamel,
body covered with
washable white linen.

Send for our new loose-
leaf booklet describing
Kindlimann Show Forms

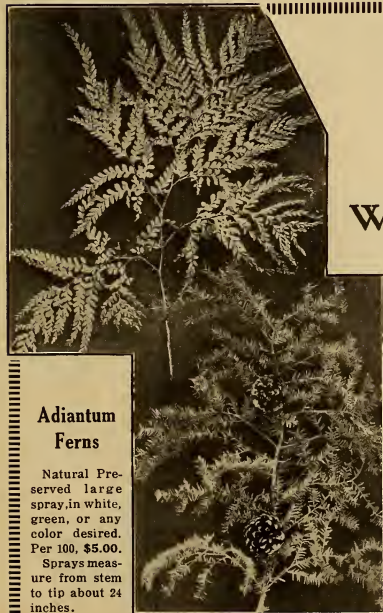
**The J. Kindlimann
Form Co.**

419-421 Broome St.
NEW YORK



SKIRT FORM No. B 60-14 L

This form is covered with black
velveteen and washable white linen.
the limbs being finished with flesh
colored guaranteed enamel.



**Adiantum
Ferns**

Natural Preserved large spray in white, green, or any color desired. Per 100, \$5.00. Sprays measure from stem to tip about 24 inches.

White Goods Displays

WILL HELP YOUR SALES

Flowering Vines - - - \$6.00 per gross, up
Beech Branches - - - \$6.00 per 100
3 to 4 ft. long. Select Stock.

Complete line shown in our comprehensive catalogue.
Send for same—free.

READY FOR RUSH ORDERS

Holly Vines - \$6.00 per gross
Poinsettia Sprays, Wreaths, etc.

J. Hartwig Co.

26-28-30-32 Pellington Pl. Brooklyn, N. Y.
Showroom, 24-26 W. 30th St., N. Y.

stocks—suits, \$15 to \$40; overcoats, \$15 to \$65—in styles, shades, fabrics and fits for all individual types and tastes. This is the simple truth of the whole matter, to attest which the goods are here, and all of us are willing and anxious to serve you and to help you in selecting the best that money can buy. For there is no doubt but that we've got it.

Mink Is One of the December Furs—The moment people begin to think of Christmas furs, they think of natural mink. It is so durable and it holds such a secure place in the fashion world that it is one of the safest of furs. Neckpieces of it are \$20 to \$125; muffs, \$35 to \$135. Another December fur is black fox—becoming to everybody. Neckpieces, \$20 to \$115; muffs, \$20 to \$70.

Large Shipment of Black Fox and Raccoon Furs—Both these furs are such favorites with Christmas shoppers that we are particular to keep up our stocks of them. For the matter of that, we are keeping the ranks of all kinds of furs well filled—small furs, both plain and novelty; fur coats and fur-lined coats, and children's furs. *Please remember, that no matter how busy we may be in this Fur Salon, we are never so busy as to let poor furs slip into it. Everything is as rigidly inspected now as in the quietest part of the season and everything is marked with its true name.*

Pretty Waists for Gifts—Several of the new lingerie waists suggest themselves as pleasant gifts where two or three dollars is the planned-for price. Of batiste or lawn in new ways of making, all long sleeved. Prices start at \$1.65—more elaborate styles at \$1.85 to \$3.95—and of course the Waish Shop has hundreds of other lingerie designs at higher prices up to \$25, which would answer splendidly for the more ambitious gift for a girl or woman.

Chiffon Blouses Look Well in Gift Boxes—If they have our exclusive style about them and the lovely air of daintiness that always pleases a woman. These in navy, brown, taupe, green or plum, would delight the most fastidious; with their lovely linings of silk, net or lace, their applications of dainty laces, unexpected touches of color, bright bits of hand embroidery, a few buttons in some new arrangement, a bit of hemstitching or a quaint little turn-over, vestee or yoke, copied from the highest priced models. Prices of these—\$5.00 to \$12.00.

A Few Dollars Saved on Winter Suitings means so much more to spend on Christmas presents. These savings on two good all-wool heavy suitings, in each case resulting from special purchases. Fine quality broadcloth, 50 and 54 inches wide, dark and light colors and black. \$1.50 for \$2.50 quality. Serviceable mixed suitings, 54 inches wide, in distinct stripes or basket effects, good dark and medium colors.

Toys—Better—And in a Better Toyland—Rumors that Santa Claus was held up at the frontiers and that the United States is not this year upon his route, are effectually dispelled by a glance at the displays revealed by the 1915 Loeser Toyland. *It contains MORE Toys than ever. They are BETTER Toys. New inventions are more numerous than in any past year. And despite difficulties of importation PRICES are much the same. Better news for all cannot be brought than this. Christmas cannot be merry without happy children. And where is the child that finds Christmas worth while without a share of Toys? Intelligent and earnest effort has been directed upon the problem of making the Toyland more convenient, more comfortable and more "seable" than ever before. We think it has succeeded. Everything is ready now and late December will find no finer displays—no greater variety from which to choose—than is already here. Bring the children before the crowds become too great for them to see comfortably.*

Young Women's Winter Coats Specially Priced \$15 to \$25—These four groups are in all sizes from 14 to 20 years, and there are plenty of styles; but the numbers are limited, and it is unlikely that there will be enough to advertise again at these low figures. They were made to our special order, of materials selected by us, and their small prices by no means indicate how good they are.

Over 100 Varieties of Plaid and Striped Silks—More than have ever been here before at one time and the reason is that striped and plaid silks are used in any number of ways now. For entire gowns, for combination dresses, blouses, trimmings and girdles. They are of soft taffeta weaves and the colors are really beautiful Scotch and French plaids, multi-color

stripes and plaids, and some in self color with the pattern in a satin finish. All are wide widths and the prices are as moderate as you would expect to find in a Silk Store that buys in such quantities—\$1.50, \$2 and \$2.50 a yard.

Girls' Gingham Dresses, \$1—Ginghams in plaids, and they are as washable as sheeting. There are many styles, all variations of the high neck and long sleeve. Some have "bretelles" or suspenders, to use plain English. If you do not like plaids you will find plain colors, polka dots and stripes in satisfactory variety. The sizes range from 2 to 14 years. Others at \$1.25 in sizes 8 to 14 years. Plenty of dresses for ages 2 to 6 years at 50c and 75c.

Misses' Lovely Dresses in Exclusive Models—Afternoon Dresses of velvet, crepe Georgette, faille silk, satin and charmeuse, with style features and distinguishing touches not usually seen on ready-to-wear garments. They are in Russian blouse and Cossack effects, with the new draped or decorated skirts, plaited or pannier skirts, sheer sleeves, and trimmings of net, silver lace or embroidery and rich fur. Many velvet-and-satin combinations also. Sizes 14, 16 and 18 years. Prices \$19.50 to \$67.50. The green-and-gray faille model sketched is \$35.00.

Elegant Coats Resembling Fur in Everything But Price—Despite the unseasonably warm weather this autumn, we have sold a surprisingly large number of Coats made of handsome pile fabrics, and we account for this gratifying state of affairs by the fact that our values are, beyond a doubt, unexcelled in this city. It is a matter of daily occurrence to have women return to this Store, after having seen coats elsewhere at the same prices, and tell us that it is to their advantage to buy here. These Coats of pile fabrics resemble Fur Coats in texture and appearance, and are made in the same styles.

Many Women Ask for Soft Silk Blouses—They are especially appropriate for tailored suit wear but may be as simple or as elaborate as one chooses. Between \$5 and \$8 are several unusually good styles in messaline or charmeuse. One or two are charmingly suited to the woman of maturer years. Navy blue, black, brown and gun-metal.

Trimmed Hats, Special, \$3.98—One hundred ready this morning, and in the light of the price they are very wonderful Hats. Hand made—think of it—hand made Hats, of Hatter's Plush and Lyon Velvet, in black and all the colors, that is, all the good colors of the season, trimmed variously and never other than prettily. *Every one is new.* Some of them are from our own workrooms, and some are fresh from New York, all of them are fashionable, Styles with furs—perhaps matching your Suit; Ostrich trimming, flowers and few in all white.

Raincoats With Elegant Little Touches—Women's Raincoats, made of high-class rubberized silk fabrics, in crepe and lansdowne effects. Of China silk, light and soft, to be folded up and carried in the small pocket which comes with each. Others of velveteen in soft plaids and checks and to all appearances suitable for afternoon wear. Some have belt, some are button-trimmed, some have elegant little touches of velvet—all are distinctly new and fashionable—\$13.50 to \$30.00.

Blouses, \$2.50—It doesn't just happen that we have such splendid Blouses to sell at this price—it comes as a result of our willingness to co-operate with the manufacturer, and hundreds of other good merchants (just one in every city) in such a manner as to put added value in the Blouses—in style, workmanship, fit and finish—in all that goes to make a Blouse they really do excel. Two new styles in white silk ready today.

Matchless Values in Women's Suits—Women who come to this Suit Store for the first time get a new idea of what constitutes good values, and we believe if you will examine these Suits for yourself today, you will agree with us that there is more snap and style, as well as greater intrinsic worth, than is to be found in Suits at similar prices elsewhere.

We Are Taking Orders Now to Mark Handkerchiefs—A workroom of skilled needleworkers has been installed to mark all the Christmas handkerchiefs so that they will seem a more thoughtful and personal gift. Those who want fine, unhurried work will do well to choose handkerchiefs now. Our collection of handkerchiefs for both men and women is wonderfully complete and is a most exquisite and unusual assortment.



H. J. RUTHERFORD, President
 Author of merchants' window trimming service and "Successful Retail Advertising."
 Fourteen years' practical experience in display management.
 Five years' retail experience as buyer, sales manager and general advertising counsel for department stores.
 President of International Association of Display Men, 1908.
 Advertising department, John V. Farwell Co., Chicago, 1909-1910.
 Manager and instructor of Mercantile Training, 1911-1915.

Says the President of Chicago Display Managers School:

"YOUNG MAN! You Can LEARN A PROFESSION"

Classes are now forming at Chicago Display Managers School for January and February in which numbers of ambitious young men will learn a profession that is demanding more men every year to fill the good paying positions that are being continually created in modern stores.

We Will Make an Expert of You in Show-Card Writing, Window Trimming, Advertising and Salesmanhip

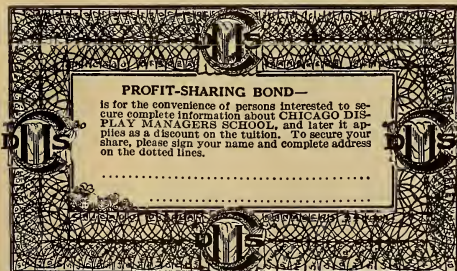
You learn these courses at Chicago Display Managers School under the direct supervision of our corps of expert instructors, all of whom are foremost men from Chicago's famous State Street stores.

We do not allow each class to become too numerous as it does not give our instructors the opportunity to give each individual student the personal attention—that's why C. D. M. S. is best for you.

Retail merchants can get in touch with a new plan to increase their business if they will write to LeRoy R. Brady who has charge of our Personal Advertising Service for Retail Merchants

DON'T WAIT

Send for our new 72-page reference book. It contains much useful information to prospective students.



ENROLL NOW

Clip the bond and mail it with your enrollment fee and when you start in class it acts as a special discount of

5.%



Chicago Display Managers School

H. J. RUTHERFORD, President

304-306 W. Jackson Blvd.

CHICAGO

-

ILLINOIS



Night Phone Service

GENERALLY there is such a rush of business during the weeks just before Christmas that any reasonable means that is likely to reduce the tension is worthy of consideration. Some stores have found that a night telephone service helps matters to some extent. There are many kinds of merchandise that can be bought as well over the phone as over the counter and some customers who might find it impossible to call at the store may consider it quite a convenience to be able to shop by telephone. The following is reprinted from an advertisement of a store conducting a night telephone service.

We have always been opposed to night storekeeping. For many years this was the only large store closed in the evenings before Christmas. Our helpers require their evenings for rest and recreation. Large stores everywhere now follow our rule.

But it is imperative that we have an extra force of clerks to receive and open the thousands of letters that come at night and to be in touch with the outside world through the TELEPHONE. You can order many things as satisfactorily by 'phone as in person. **TRY IT THIS EVENING**—between the hours of 6 and 10 is the best time, though messages are received all night (excepting Saturday and Sunday).

Of course a service of this kind implies considerable preparation. The order takers must be experienced and efficient and some arrangement must be made so that customers will not be kept waiting at their phones while the orders of others are being taken.

§ §

E. H. Leonard With Healy Shops

AN APPOINTMENT of interest to department store and advertising men, is that consummated on November 1, by the D. J. Healy Shops of Detroit, Mich., when Edwin H. Leonard was made general manager.

Mr. Leonard was formerly sales and advertising manager for the J. L. Hudson Company of Detroit, and is credited with a great part of that store's splendid success. Mr. Leonard is an authority on department store advertising, merchandising and efficiency in service. He was formerly with the Shepart-Norwell Company and Houghton & Dutton of Boston, and has been a leader in department store sales work for years. His connection with the Healy Shops is notably in line with his special abilities, affording him a splendid opportunity to use his promoting and efficiency methods to best advantage.

Mr. D. J. Healy, Sr., established his first "shop" for selling art needle work, a quarter of a century ago, in a very small building on the same site now occupied, and his plan of denoting departments as "shops" has been copied by large concerns in Boston and Los Angeles.

For years the people of Michigan has recognized Healy's as reliable headquarters for fancy goods, yarns, etc., and today art embroideries, stamped

goods, cottons, linens, silks, braids, flosses, tassels, beads, fringes, etc., etc., form wonderfully attractive parts of the organization.

The beautiful building is occupied exclusively by the Healy Shops. It has just recently been completed and the management is now ready to systematically merchandise and serve the public on a much larger scale than ever before.

Magnificent mahogany fixtures are installed on every floor, and appropriate statues, bronzes, pictures, bouquets, etc., adorn ledges and nooks, producing delightfully artistic effects in keeping with the dainty character of merchandise displays.

Among the new lines to be energetically pushed are suits, coats, skirts, dresses and evening gowns for women and misses. The entire fourth floor is devoted to these lines, and the equipment is elaborate and convenient.

Mr. Leonard's advance is interesting and his new connection is eminently suited to his abilities.

§ §

L. A. ROGERS, second vice-president of the I. A. D. M., who was formerly in Dallas, Tex., and later in Kansas City, Mo., now has charge of the windows of Kline's store in Detroit, Mich. Mr. Rogers is a consistent and effective worker for the good of the association and it is likely that we may hear of the organization of a Detroit local in the near future.

§ §

RETAILERS of Ottumwa, Ia., have gotten together in an agreement as to evening shopping during December. The stores will all close evenings until December 18. From that time on they will be open evenings until Christmas Day, when they will all close.

§ §

MERCHANTS of Rockford, Ill., have reached a decision that in the future no gift schemes will be used in that city. This was brought about as a result of unpleasant experiences in connection with contests that have been held by various groups of local merchants in various parts of the city.

§ §

INDUSTRIAL REPORTS from every direction indicate stirring activity. This means that millions of people are in a position to buy freely everything needed for personal and home use—and that the average retail merchant may look forward with confidence to a bountiful Christmas season.

§ §

THE Supreme Court of Louisiana recently handed down a decision to the effect that the trading stamp law of that state, imposing a tax of \$5,000 on trading stamp companies, is constitutional.



A Culver Model



Next month we will show in this space one of our latest productions in wax, said to be the finest modeling and finish ever shown in this country.

MANUFACTURED BY

IRWIN G. CULVER CO.

60 East 8th St., New York

Compo Board for Holiday Backgrounds

Compo-board is built with kiln-dried wood slats, as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-board is not affected by heat or moisture, consequently, will not warp, buckle or split.



Background design by W. H. Hinks, for John W. Thomas and Co., Minneapolis

We publish quite an elaborately illustrated book, which is printed on the best of paper and tells in an interesting way all about Compo-board. Send for sample and copy of this book, it's free.

Northwestern Compo-Board Co. 1404 LYNDAL AVE., NORTH MINNEAPOLIS, MINNESOTA

PRESIDENT, A. J. EDGELL, 29 W. 39th Street, New York.

SECRETARY, P. W. HUNSICKER, 123 Dwight Ave., Grand Rapids, Mich.

1st VICE-PRESIDENT

E. D. PIERCE
Rochester, N. Y.

2d VICE-PRESIDENT

L. A. ROGERS
Dallas, Tex.

3d VICE-PRESIDENT

HARRY HOILE
Birmingham, Ala.

TREASURER

ED. O'MALLEY
Kankakee, Ill.

CHM. PROGRAM COMMITTEE

GEO. H. LAMBERTON :: Chicago

CHM. EXECUTIVE COMMITTEE

B. J. MILLWARD
St. Paul, Minn.

CHM. MEMBERSHIP COMMITTEE

J. E. HANCOCK
Charleston, W. Va.

CHM. PUBLICITY COMMITTEE

D. B. BUGG
New York

CHM. EDUCATIONAL COMMITTEE

A. E. HURST
New York

International Association of Display Men

The Entertainment Committee

WHILE the next convention is still a good way ahead, the Entertainment Committee has already made considerable headway and there is every prospect that the entertainment features of the big meeting next August will surpass anything in this line that has gone before. A number of meetings of the committee have been held and various original features are under consideration. The members of the committee have determined that every one who visits the convention will be thoroughly satisfied that the convention was an unequalled success.

It has been practically settled that there will be two night entertainments instead of one as at past conventions. There will be the regular banquet with an original entertainment program, and then there will be another night with a more modest spread but with a variety of features that will make it an evening long to be remembered. There will be a number of other side shows. In fact, the committee has determined that there will be something doing every minute that is not occupied by the regular program of the convention.

One thing that has been definitely determined upon is that there will be plenty of entertainment for the ladies. Special preparations are being made with the purpose of making the meeting particularly enjoyable to every lady who attends and, with this in view, display men are urged to bring their wives along. A special meeting room is to be provided for the ladies and there will be a program exclusively for them. In addition there will be automobile trips and other ways of making the time pass quickly. The entertainment committee feels that at some of the conventions in the past the ladies have been overlooked to some extent, but at the coming meeting there will be no ground for complaint in this respect.

While a good start has been made and a number of features have been settled upon, there re-

mains so much to be done that it is impossible at this time to give more than the merest outline of what may be expected. It may be said positively, however, that every display man may look forward to the next meeting as a record breaker and the principal difficulty will be in getting time to sleep. There are going to be big doings for everybody. There will be a lot of surprises regarding which the committee is keeping very quiet. I understand that the educational program committee is busy with a number of unusually good features and it is the intention of the entertainment committee to provide for every minute that is not taken up by the educational program.

Make your arrangements now to attend, and if you are lucky enough to have a wife, bring her along. You are both assured of a mighty good time. No matter how far away you may be you will be well repaid for the trip if you attend the Chicago convention.

FRED S. PRATT,

Entertainment Committee, Joliet, Ill.

S S

Every Member Canvass

THE "Every Member Get a Member" canvass, started to boost the membership of the International Association of Display Men, is producing results. If every member will get a new member before Feb. 1st, 1916, in addition to the Committee of One Hundred, we will have an enrollment of over 2,000 before we meet in Chicago, next August 7th, 1916.

President Edgell has started a Boosters' Committee of One Hundred, E. J. Berg, captain of the United States, and J. A. McNabb, captain of the Dominion of Canada, to boost the membership of the association. This committee will not stop with one member each, but will keep right on boosting, especially for branch associations.

Now in conjunction with this movement if every member will get one new member before February 1st, I will promise to get that new member into

Palmenberg

New York

A CATALOGUE OF UNUSUAL COMPLETENESS AND GENERAL EXCELLENCE IS THE NEW PALMENBERG CATALOGUE NOW IN COURSE OF PRINTING. A COPY IS YOURS FOR THE ASKING, PROVIDED WE RECEIVE YOUR NAME AND ADDRESS IN GOOD SEASON.

J. R. PALMENBERG'S SONS

63 AND 65 WEST 36TH STREET

NEW YORK



MEN WHO WEAR KADY SUSPENDERS

are cheery men—they feel good over the shoulder, and down the back. And they never forget that a Kady lets them forget they have suspenders on.

Never any binding; never any chafing; never a tug or a pull—because Kady Suspenders are designed correctly for full shoulder comfort.

The Kady Double Crown Roller
The one device that can make suspenders permanently non-binding and free sliding. This patent feature—which can be imitated but never successfully copied—will pull sales and hold business as easily as a Kady holds a pair of trousers.

Get this Kady trade into your place—It's come again business, worth while for any man. Write us for the Kady Proposition today.

The Ohio Suspenders Co., Mansfield, O.
Makers of all kinds of Suspenders, Belts and Garters.
Catalog and price list sent on request





Use "Artisto" Valances
and add "CLASS"
to your Store Front

They cost no more than the ordinary kind and you are insured against fading and destruction when cleaning.

Send for our Catalogue and prices or send us a layout of your windows and let us show you our idea of an attractive decoration.

Stock Valances by the Yard at Very Low Prices. :: Headquarters for Puff Shades.

The Window Decorative Works

Dept. K — 1258 W. 4th St., CLEVELAND, OHIO.

the boosters column, and he in turn will get a new member, and when the first day of the convention arrives, there will be a report that will make you all smile. And smile with a real smile of satisfaction, too. It can be done. And the smile won't come off.

It is not money we are after. The association will start out the year in better financial condition than ever before. But it is real members we want. Live ones; no use for dead ones in this association. We want a quantity of quality men. We need them to give the association greater prestige.

See what a powerful organization the advertising men have built up. They didn't do it sitting still. Neither can we. There are hundreds of excellent display men who have not happened to read our invitations to unite with us. Then there are some more that wait for a personal invitation from some member. He may be in your city, or a neighboring city. Ask him to join. Do it now.

I have sent an application to every member of the association to give out to some friend of his. If you have not received a letter from me it is because it was returned for want of correct address. I sent a letter to every member of the association, but several have been returned on account of wrong address. I have also experienced some difficulty in receiving letters the past few months. I have had members inclose letters to me that had been returned to them, marked from the Grand Rapids post office, "not in directory." This has all been taken up with the post office here, and may help in the future. The association, as well as my own name, is registered in the city directory, and this error is beyond explanation. So if you do not receive a letter from me, write again. I have several here now waiting to get the proper address.

But get that new member anyway. Don't let my troubles bother you. I have a plenty of my own, and don't want any one to share them with me at all. We are boosting for a bigger and better organization of the display men. We have been going forward at a healthy rate. But if all will boost together we can go faster. At this writing the last of the booster letters are just going out, and we already have splendid results from them.

Wishing you one and all a Merry Christmas and Happy New Year, I am, Sincerely your Secretary,

P. W. HUNSICKER.

§ §

From the Secretary

JUST a word about that drawing for a design or emblem for the association. A number of questions have been asked about the particulars so I will answer them all here.

Is the design for a letterhead or a button? It is for both. We want a design that can be used anywhere a design would be appropriate. Letterheads, cards, buttons, fobs, prize awards, or on personal cards if you like.

Does the design want to be a monogram? I do not know what the Committee will select. But my idea is for something a little more elaborate than a monogram. A monogram may be used in connection with some picture to good advantage. The name may also be used. Or perhaps a phrase or several words. Just for an illustration, Cincinnati Association of Display Men, use an artist's palette on which are these words: "Better Displays," also the monogram "C. A. D. M." Under the name they also use these words: "As ye Show, So ye Reap." Some of the other branch associ-

ations have very neat letterheads also, but Cincinnati has the most elaborate of anything along this line.

Say, do I stand any show? Yes, indeed you do. Every member may send in one or more ideas. These will be catalogued by numbers, and forwarded to the Executive Committee without any identification marks. No one but the Secretary will know which is your drawing, and this information will not be given out until after the Executive Committee have settled on a design.

Must the drawing be colored? Not necessarily. The award is not to be made on the color, or perfection of the drawing. But simply on the idea it conveys. It is the idea that we want. The drawing will be perfected in the plates and dies that are gotten out for the different sizes to be used.

Can I send in more than one drawing? As many as you like. Only one on a paper however. Drawing may be on paper or card board. Don't want them on wood or iron you know. We are not in the freight business. You get me, I guess.

And about the size. The size has been designated at five inches so that all drawings will be more uniform to select from, that is all. No, the buttons will not be five inches in size. No, no, brother H——, I do not believe the boys will want to wear five-inch lapel buttons, or five-inch cuff buttons. Do YOU?

Do I get the cash, or some button if I win? You will be paid the cash by our Treasurer if you win. Just get your idea in on time. It is not the amount of cash, but the honor of having won the prize, that will last the longest. You will soon blow that fiver, alright.

The whole story in a nut shell is this. The I. A. of D. M. will pay \$5 for the best design or idea for an emblem for the Association, to be mailed to the Secretary on or before Jan. 1st, 1916. To be drawn on paper or card board. Design to be five inches in size. Any shape. If you have not received a circular from the Secretary, write for one.

P. W. HUNSICKER, Secy.

§ §

Stereopticon Lectures

THE Educational Committee of 1914-15 placed about thirty stereopticon lectures covering various subjects of interest to display men.

These lectures are now in the hands of the various locals throughout the country. The new committee is desirous of locating any and all of these lectures and will appreciate the co-operation of any member who can place us in touch with information towards this end.

If you have any data whatsoever which will assist in tracing these stereopticon plates, please notify

A. E. HURST,

Chairman Educational Committee.

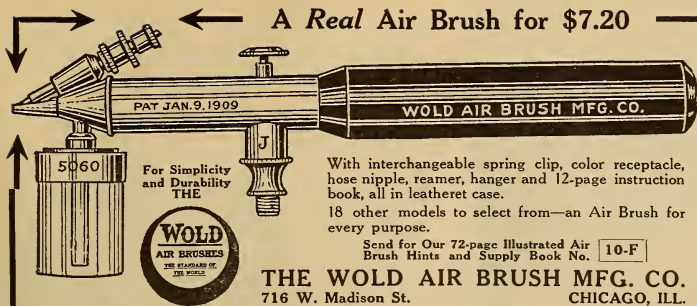
§ §

Unique Entertainment

THE semi-annual entertainment of the Birmingham, Ala., Branch International Association of Display Men given last month was one of the most unique and entertaining affairs ever given by this organization of live wires, and was attended by practically every member of the association.

Short, but interesting, speeches, the draping of a real live model—brunette type—by Harry Hoile, and

A Real Air Brush for \$7.20



PAT. JAN. 9, 1909

WOLD AIR BRUSH MFG. CO.

For Simplicity and Durability THE

WOLD AIR BRUSHES THE STANDARD OF THE WORLD

With interchangeable spring clip, color receptacle, hose nipple, reamer, hanger and 12-page instruction book, all in leatheret case.

18 other models to select from—an Air Brush for every purpose.

Send for Our 72-page Illustrated Air Brush Hints and Supply Book No. 10-F

THE WOLD AIR BRUSH MFG. CO.
716 W. Madison St. CHICAGO, ILL.

Bisbee, Ariz.,
Oct. 9, 1915.

Dear Sirs:—

Kindly send me your color card for the Air Brush colors.

I have used your Air Brush now for two (2) years (and I sure use it, too) and have had no trouble with it.

I have seen other display men have other makes and always had trouble with them. The brush I have is Model "N" and is sure good for many years more. I remain

Yours very truly,

Victor Dallan,
Display Man.



The Springfield

Here is a card cutter adapted to every need of your show card writer—and all other departments of your store.

Made with 24-inch blade, big enough to cut full sheets of cardboard to any size down to one inch square, keen enough to cut tissue, samples of cloth, celluloid or thin leather. Will last a lifetime and save time and money every day. **Price, \$18.00.**

Other sizes 6 to 30 inches, prices \$1.25 to \$30.00. Write for circular.

Sold by Office Appliance Stores and Contractors' Supplies.

MILTON BRADLEY COMPANY
SPRINGFIELD :: :: MASS.

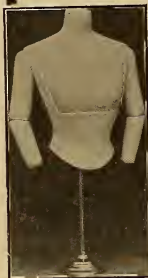


Let your next
fixture order
go to

B. Brager & Sons

49 Crosbe St.
NEW YORK

It will
mean
more
money
for you



No. 55
Guaranteed Skin
color enamel covers
the neck, bust
and arms... \$5.50
Without
arms 3.85



No. 31
Newest shape Dress
Form. Guaranteed
skin color enamel
covers the neck
and bust \$7.50

Catalog on
Request

Your Choice of These Five Great Books Free

- "One Hundred Good Holiday Displays"
- "One Hundred Good Alphabets for Show Cards"
- "One Hundred Good Displays of Women's Ready to Wear"
- "One Hundred Good Men's Wear Displays" Second Edition
- "Outdoor Decorations"

These books are for the exclusive use of subscribers to—

**MERCHANTS RECORD
and SHOW WINDOW**

Price \$2.00 a Year

How to get one of the books free—

The Merchants Record Co., Publishers

431 So. Dearborn Street Chicago, Ill.

Books must be ordered when cash subscription or renewal is sent in.

Each two dollar subscription entitles you to any one book. Your choice of any two books on receipt of four dollars for your own subscription and one other. Send us your renewal and \$2.00 stating which book you wish us to send postpaid and absolutely free.

the rendering of a number of musical selections by the Apollo Orchestra were features which made the affair a gala occasion for the display men.

The affair was presided over by John Freeman. The entertainment was opened with a march by the Apollo Orchestra, following which O. S. Finch made a short talk.

Perhaps the most interesting feature of the entire evening was the draping of a live model by Harry Hoile. The model emerged from the deft fingers of Mr. Hoile a modern fashion figure, robed in a gown of Parisian green silk poplin, trimmed with fur, and the entire costume was made without cutting the material.

Stereopticon slides of the prize winning windows, among which were a number of Birmingham windows, and the convention of the International Association of Displaymen held in New York were shown.

Cooper Lawley and F. H. Monroe added to the pleasure of the occasion by singing several songs. The art of the Air Brush was thoroughly demonstrated by Sam Friedman.

Abe Williams gave those present ten minutes of real fun with his singing, and funny noises made on an original musical instrument. Refreshments were served, and the program came to a close with a march, by the orchestra. § §

From the President

DURING the month of December when you are busy helping the boss to fill up the cash-register, give a little thought now and then to the International Association. If you are a member either of a local branch or at large, plan to give the organization more active support.

If you are not a member, drop a card to the Secretary and say, "Send me an application. I want to be one of the Real Ones."

The purposes of the International Association are such that they deserve the active support of every display man. It is *your* organization; it is working for your benefit even though you are not a member.

When January 1st rolls around, we plan to make an active canvass for new members and new local branches. We want your co-operation.

The Committee of One Hundred will at that time be ready to start active work. A big membership campaign plan is being shaped up that every member can take part in. In the meantime, a Merry Christmas and a Happy New Year.

A. J. EDGELL.

§ §

California Display Men

THE October meeting of the California Display Managers and Window Trimmers' Association, the headquarters of which is in Los Angeles, was held Thursday evening, October 28th, at the Pin-Ton.

In the absence of John A. Jones, Jr., of the Coulter Dry Goods Co., President, who, with three other members of the Association was asked to judge the floats and other decorations in Pomona, the vice-president, Paul Lupo of the New York Store, presided at the meeting.

Francis Marshall, a representative of the Los Angeles Chamber of Commerce, spoke upon "Display Merchandise for 'Home Products Week.'"

After this talk a thorough discussion of the matter was entered into and the greatest enthusiasm was shown in the matter of preparing attractive and effective displays in windows for "HOME PRODUCTS WEEK."

A spirit of the heartiest and most intelligent co-operation with the Chamber of Commerce in its efforts to build up the industries of this section was manifested culminating in the following resolution offered by Paul Lupo, vice-president of the organization seconded by H. R. Buchanan, secretary, and carried with the heartiest unanimity:

RESOLVED, That the California Display Managers and Window Trimmers' Association most heartily endorse the movement of the Los Angeles Chamber of Commerce to place before the people of this vicinity, the extent and diversity of the agricultural, mineral and manufactured products of our section of the state, and offer our most forceful co-operation in placing before our people these exhibits in the most attractive and effective manner possible, and

THAT WE HEREBY extend our thanks to the Los Angeles Chamber of Commerce for its spirit of co-operation with this association in its work and for sending a representative to address us. § §

JAMES E. WENDEL who was formerly display manager for the Drennen Co., of Birmingham, Ala., has resigned that position to accept a similar one with the new store of the John Stillman Co. which was recently opened in Grand Rapids, Mich.



Plate No. 9242. A Shoe Display by W. N. Speer for the Rich-lie Store, Plainview, Tex.

In this window the principal decorative feature was a scenic painting that stood against the back. At either side was a simple little lattice design decorated with flowers. The remaining details require no explanation.

Make Your Own Decorative Christmas Show Cards With Our New Holly Ornaments



The supply is
limited

ORDER NOW

14 designs
and sizes

40 for 50c.
80 for \$1.00
100 for \$1.25

You can make attractive CHRISTMAS SHOW CARDS with these handsome Holly ornaments. Richly lithographed in Christmas Colors. They are very easily applied with a little paste on back. Suitable for all sizes of show cards and price tickets. If you want something different in Christmas Show Cards do not delay your order.

CARD WRITERS SUPPLY COMPANY
GALESBURG, ILLINOIS, U. S. A.

LEARN TO PAINT SIGNS and SHOW CARDS



ARE you earning a good salary? Or have you gone as far as you can? Better learn the fascinating business of card writing. Work is interesting, pleasant and very profitable. You learn while you earn. There is not a job of card work in the store you cannot do when you have finished our course. Course is easy to learn and it teaches you how to go into business for yourself. You can

Earn \$18 to \$45 a Week

Many are doing that and some, who are in business for themselves, are making an independent living. Let us train you for a clean high salaried position or a substantial raise in your present place. Write now for school literature, testimonials, terms, and proof of what others are doing—it's all free.

THE DETROIT SCHOOL OF LETTERING

Dept. B.2

Established 1899 Chas. J. Strong, Founder
DETROIT, MICHIGAN

Have Your Christmas Show Cards the Best Ever

START THE NEW YEAR RIGHT

"SNOW WHITE" LETTERING flittered with silver or ground glass on backgrounds of grey, green or holly red will fill the bill for **SANTY CLAUS**.

"SNOW WHITE" on the dark backgrounds or coloring of cards to harmonize with the woodwork of your counters or stock fixtures will be **UP TO DATE FOR 1916**.

"Special" or "Regular" Snow White
ready for immediate shipment.

J. W. JOHNSTON

P. O. Box 578

ROCHESTER, N. Y.

Please mention "Merchants Record"

Ber-Zer's X-mas Offer

For this month only

We will send you a set of genuine Red Sable

Show Card Brushes

Sizes, **\$1.00**
4—6—8—10—12

Everyone a brush taken from regular stock. Fully guaranteed. Order today—you cannot afford to miss this opportunity to own a set of these brushes.

Worth double the price.

Catalogue of Brushes and Supplies on request.

Air Brush Cards (7x11) 80c—doz.

Price Tickets 60c—100.

Send for circular.

BER-ZER STUDIO DAYTON, OHIO

Brushes and Supplies for Letterers

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

A Prosperity Meeting

MORE than 800 National Cash Register Company salesmen, representing every city in the United States and Canada, attended a big Prosperity Convention at the factory in Dayton, Ohio, November 8-10. Every available hotel room was leased by the company for the occasion, and dormitories were erected in the office building to handle the overflow.

"Business is booming" was the slogan of the meeting.

At the first session, following an address by John H. Patterson, president of the company, in which he predicted that the country was about to experience the greatest era of prosperity in its history, a poll was taken of the salesmen. They were asked to tell the condition of agriculture, mining, industry, commerce and finance in their respective territories. Of the entire 800, over 95 per cent reported that every one of these five lines had improved tremendously in the last six months.

The major part of the time at the convention was spent in discussing new selling methods, general store efficiency, how to train clerks, trim windows, etc. One subject on which special stress was laid was that of store systems. In this connection, the methods by which the smaller stores may compete successfully with the department stores were determined. It is the desire of the company, it is said, that its salesmen become experts in retail merchandising, so that they may be able to be of the greatest possible service to storekeepers everywhere, from the smallest to the largest. A large number of talks were made by merchants, who were invited to the convention from many cities of the country.

A motion picture entitled "The Evolution of a Store" was presented for the first time at the meeting. This film was produced by one of the leading photoplay companies of the country, and cost the N. C. R. Co. several thousand dollars. Dayton stores were used for settings. The first section of the picture showed a store in which all system in conducting business was lacking. The proprietor trusted to his memory to record charge sales, he used an open drawer for his cash, and allowed his son to waste his time flirting with girls who visited the store. Customers were naturally displeased, and constant rows resulted.

The scene then shifted to a more up-to-date store. Five years having elapsed, the same proprietor was shown in more prosperous circumstances. By this time he had installed an up-to-date cash register. Most of his former difficulties had now been overcome.

In the last reel the same merchant was shown in the most modern of stores, equipped with sanitary show cases, tile floor, the best scales, and the latest type of cash register. He had succeeded in develop-

ing a friendly rivalry among his clerks, mistakes were seldom made, and if they were made, responsibility could be fixed. As a selling feature the picture so impressed the agents that copies of it will probably be placed in all the larger offices.

On the final day of the convention a great prosperity parade, participated in by 5,000 employees of the Dayton factory, was held. Carrying red torches and American flags, the men and women escorted the salesmen to their trains.

§ §

A New Air Brush

A decided improvement in air brushes has recently been placed on the market by the Economy Manufacturing Co., 4755 London Ave., Chicago. It is entirely different from other tools of this kind in that the handle is shaped like the handle of a pistol and the air is controlled by a trigger which is operated by a simple, one-finger pull that is as simple as pulling the trigger of a pistol. Like the first model of the Practical Air brush, the new one is very simple in operation as well as construction and it has the added advantage of being very light. The handle and trigger are made of aluminum and with the one-half ounce bottle the weight is practically nothing. Its work covers a wide range from the finest line to a good-sized spray. The width of the spray may be changed while the brush is in operation, by simply turning with the first finger the small adjusting screw just above the handle. The price of the Practical Air Brush No. 2 is only \$8, which places it within the reach of every card writer or display man. Those who are not equipped with air brushes would do well to investigate this one. It is a wonderfully useful tool which will pay for itself in a very short time.

§ §

Wold Air Brushes

A book that will interest every display man and card writer is being sent out by the Wold Air Brush Mfg. Co., 716 West Madison street, Chicago. Not only does it contain a complete description of the wonderful Wold air brushes, but also a great amount of information that is valuable to everyone who is interested in show cards or window decoration. Display men generally agree that the air brush is one of the most useful tools ever invented for various kinds of window decoration and for the card writer it is practically indispensable. Those made by the Wold Company are especially useful as they are adapted to all kinds of work and can be used in making the most delicate lines or the heaviest spray. Those who have not received the literature that is being sent out by the Wold Air Brush Mfg. Co. should write for it at once.

§ §

A Good School Catalog

Everyone who is interested in window display, card writing, store management or salesmanship will be glad to look through a new booklet that has recently been issued by the Economist Training School of 231-239 West Thirty-Ninth Street, New York. The purpose of this publication is to show what this school has done and is doing for its students and this has been accomplished not only through enthusiastic letters from students, but by reproductions of examples of the work done in the various lines taught by this school. The pictures of window displays and show cards and the reproductions of advertisements are both interesting and instructive. Even the most casual glance through this book can not fail to impress the fact that the Economist Training School is accomplishing a great work in its field. The book will be sent free upon request and it will well repay the trouble of sending for it.

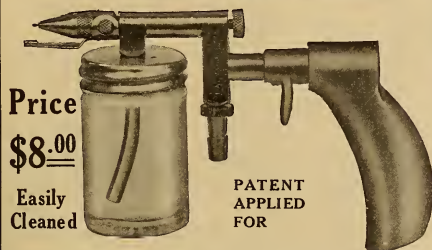
§ §

Imported Holly Ornaments

The Card Writers' Supply Company, Galesburg, Ill., announces a direct importation of imported holly ornaments just received from abroad. These "classy" little ornaments make excellent Christmas show cards, much different from the ordinary lithographed cards. In this consignment are 14 different designs suitable for all sizes of show cards from small price tickets to large full sheet cards.

Practical Air Brush No. 2

Pistol Grip and Trigger Air Release



Price
\$8.00

Easily
Cleaned

PATENT
APPLIED
FOR

This Practical Air Brush, No. 2, works like an automatic gun. You hold it like a gun. You draw back the trigger as you would on a gun. It is simple in construction, durable, easy to operate, and there are no small parts to get out of order or lost. The handle and trigger are made of aluminum, and with the one-half ounce bottle, makes this brush very light and compact. You can get a fine line, as well as a good sized spray, with this brush. You can change the width of your spray, while operating the brush, simply by turning the small thumb screw, just above the handle, with the first finger. One-half ounce bottle furnished with No. 2 Brush unless otherwise ordered.

Manufactured by

Economy Manufacturing Company
4755 London Avenue, Chicago



SOLVED!

The Color Question

The answer is

"Perfect Stroke"

Dulfinish Show Card Colors
simply without a peer

No workman is better than his tools and the best cards cannot be produced without the best colors.

You cannot do without Perfect Stroke Colors. They stand first in this field. For durability and brilliancy, they can't be surpassed—yet they cost no more than inferior colors.

Our white covers perfectly any dark background with one stroke.

Write for our color chart to Dept. E-12. It shows you how it's done.

BERT L. DAILY, - - Dayton, Ohio



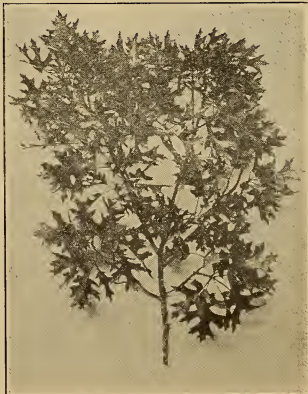
RUMBLEY'S

PRICES ON

*Natural
and
Preserved
Foliage*

Special discounts on large
orders

All goods F. O. B.
Evergreen, by Express low rates
apply



For your fall opening window displays, holiday decorations, etc. use Rumbley's decorative evergreens

NATURAL EVERGREENS	
Wild Smilax, case of 50 lbs.	\$3.00
Wild Smilax, case of 25 lbs.	1.50
Magnolia Foliage, case of 60 lbs.	3.00
Needle Pines, per dozen	1.50
Needle Pines, per one hundred	10.00
Palm Crowns, per dozen	\$1.50
Palm Leaves, per one hundred	2.00
Spanish Grey Moss, 20 lb. bag	2.00
Mistletoe, per bushel hamper	1.00

PRESERVED FOLIAGE	
American Oak Sprays. Red, green and brown. 30 to 48 inches, per one hundred	\$8.00
Hand Made Preserved Oak Roping. Red, green and brown. In strings of five yards. Good quality. Per yard	\$0.15

Holly, case of 70 lbs. \$3.00, case of 35 lbs. \$1.50

Full Illustrated price list on Natural and Preserved Evergreens sent free for the asking.

THE RUMBLEY CO., - - Evergreen, Ala.



Paasche's Famous 3 in 1 Air Brushes

THE BEST OF THEM ALL for Show Cards, Signs,
Window Backgrounds and General Publicity Work!

← These Cards Were the Prize Winners by R. J. Rogers

There is no stronger or more convincing argument than the trimmers' and cardwriters' actual experience with Paasche's Air Brushes.

1st prize winner at the last great I. A. D. M. convention, Mr. R. J. Rogers, Middletown, N. Y., uses Paasche Air Brushes.

1st and 2nd prize winners 1914 convention used Paasche Air Brushes.

1st prize winner 1913 used a Paasche Air Brush.

There is a reason. Our perfect brushes produce perfect results.

Use Paasche Air Brushes and be a prize winner.

PAASCHE AIR BRUSH CO., Manufacturers
5 South Clinton St. - - - CHICAGO, ILL.

Send for latest circular of complete outfits

Note the Lifelike Features and Pose



One of my many models

Artistic Parisian Wax Figures and Forms

PIERRÉ IMANS

Sculptor and Modeler in Wax

Chevalier of the Legion of Honor

We are exhibiting at San Francisco three scenes representing:

La Terrasse de Monte Carlo.

(THE MONTE CARLO TERRACE)

Le Pesage au Champs de Courses de Longchamps.

(THE PADDOCK AT THE LONGCHAMPS RACE COURSE)

Le Casino de Vichy.

(THE CASINO AT VICHY)

With 60 new models of wax figures especially created for that exhibition.

Illustrated Catalogue No. 24 Free

Orders received through the medium of Paris Commission Houses

Packing Guaranteed Commission Export

10 RUE DE CRUSSOL, PARIS, FRANCE

WANTED

More subscriptions and advertising for THE ADVERTISING WORLD

This magazine is one of the oldest advertising publications in existence. Helps every business man to do his own advertising. Contains dictionary of advertising ideas, catch phrases, and actual advertising experiences relating to divers lines of trade. Subscription price \$1.00 a year. Stamp for sample.

THE ADVERTISING WORLD, Columbus, Ohio

"Window Card Writers' Charts"

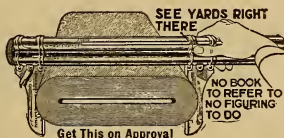
A series of elementary lessons for the beginner in card writing. The charts contain practical instructions for the beginner. They consist of 17 heavy cards, 8½ x 11 inches in size, printed in six colors and bronze, together with 16 sheets of specially ruled practice paper. In addition to the colored examples, there are full instructions as to how modern show cards are made. Beautifully illustrated in colors. Sent prepaid to any address upon receipt of \$1.50.

THE MERCHANTS RECORD CO.
315 Dearborn Street, CHICAGO

Ready Now
See Article Mixed of Lettercraft
"Speedball" Lettering pen
Complete Set
5 Sizes \$1.00
Including 40 page book of Alphabets, designs, instructions, etc.
 Ask your dealer for the G & G Speedball
 Gordon & George, Boston Bldg., Seattle, Wash.

This is the Original SPEED-PEN
 And the only one with the G & G double reservoir automatic ink feed or black-white or opaque colour.
 Our G & G will be "Style D" a Round Point "Speedball" also fitted with our double reservoir.
Watch for the Announcement.

TAKE INVENTORY EASY



Get This on Approval

Measures Cloth, Laces, Trimmings and Ribbons without unwinding

Putnam's Improved Cloth Chart

Price \$10.00 Parcel Post on Approval

Dept. W THE A. E. PUTNAM CO., Washington, Ia.

BOOK ON STORE FRONTS

THE subject of Store Fronts is of such importance that each buyer should make a thorough investigation and profit by the experience of others. For nine years we have specialized in this work, have helped retailers build more than 40,000 Store Fronts, and we work with you, another step in the your new Front. Business 14." It contains photographs and sketches of real Store Fronts, and information that will enable you to decide on the Front that your business requires. We will be very glad to co-operate with you and offer you the benefit of our specialized experience in this work. Just drop a card for this booklet and it will go to you gratis.

Kawneer STORE FRONTS

Factories:
 Niles, Mich.
 Berkeley, Cal.
 Guelph, Ont.

Kawneer
 Manufacturing Company
 Francis J. Flynn, President
 Dept. E, 142 Factory St., Niles, Mich.
 Home Offices

We have a branch near you

Work Done on the Premises Renovating and Repairing

SAM. E. GUMBINNER, WAX FIGURE ARTIST Oil Colorings—Lasting

I Visit All Sections of the United States Semi-Annually
 Write Me

Endorsed by the
 Display Managers and Window Trimmers Associations

250 W. 88th Street

NEW YORK CITY

PAPERS

for Windows and Interiors

Strips, Squares, Marble, Holly, etc.
 Velour Paper, Something New
 Exact Imitation

Suitable for Xmas Decorations

Send for Samples TODAY

Doty & Scrimgeour Sales Co.

74 Duane Street

New York City



OSCAR A. FORS
 PRINCIPAL

Do You Want More Money?

Are you satisfied with your present income? If you are not, do as others have.

Learn Show Card and Sign Writing

You see Signs and Show Cards all around you. Some one is making money doing them—why not you?

Unequaled as a side line. Easy to learn—easy to do—easy way to make money. You can start in business for yourself—requires no capital—we teach you how—by mail. You receive personal instructions from the author of our courses. Oscar A. Fors, a recognized expert in his profession (ask the Sign Men). Elementary and Advanced Courses. Original Methods (copyright). Write for prospectus today.

ILLINOIS SCHOOL OF LETTERING & DESIGN

"The school with a method"

Dept. T, 187 N. Clark St.

Chicago, Ill.



A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading window trimmers throughout the country.

AMERICAN LITHOGRAPHIC CO.
 19th ST. & 4th AVE. NEW YORK



A Revolving Display Table in Your Window

Will Bring Business

Write for catalog of Tables, Counters, shafts, Pulleys, Reducing Gears, etc.

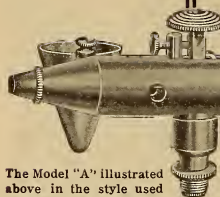
WINFIELD H. SMITH
 8 Lock Street Buffalo, N. Y.

Adjustable Reflector for Show Windows

Especially designed for use with the Taughten or Nitrogen Lamp. This cut shows our Adjustable Reflector made of galvanized Steel throughout, meeting all the requirements of the Board of Underwriters. Reflectors are made of any length and for any number of lights. Send for new Catalogue.

American Reflector & Lighting Co.
 517 Jackson Boulevard, Chicago





The Model "A" illustrated above in the style used for very fine work. For those whose work does not have to be so accurate, we recommend Model "E"

You Can Do Better Work With the Fountain Air Brush

**The Original Pencil-
shaped Air Brush**

THE Improved Fountain Air Brush is the highest type of spraying tool made. It is easy to handle and simple to operate, discharging an exceptionally fine, evenly divided spray, which causes the colors to blend perfectly. Made to give lasting satisfaction. No complicated parts to get out of order. The color cup of the New Model "A" can be adjusted to any angle, so that work can be conveniently done on a flat table with the cup full of color.

Send for Catalogue M-79

Thayer & Chandler, 913 W. Van Buren Street, Chicago

Are you interested in
Quality and are you
interested in Highest
Endorsements?

"SNOW WHITE" HAS BOTH

Please observe Quality comes first. Otherwise there would be no Endorsements.

If your dealer has no "Snow White," order direct. Shipments sent prepaid.

A single trial will convince you of the several new advantages to be found in using "Snow White." For example, "Snow White" will not freeze, this is an important winter consideration.

J. W. JOHNSTON

P. O. Box 578

ROCHESTER, N. Y.

Please mention "Merchants Record"

Cardwriters Pure Red Sable One Stroke Flat Brush

*For a clean stroke letter
it has no equal.*

Illustration shows actual size of three smallest widths—made in six sizes up to 5-8 in. wide.

Also made in Pure Ox Hair, Pure Red Sable Riggers, with fine square points.

Special Brushes

For the Show Card Writer, Coast Dry Colors ready for use, add water only.

Send for 1915 Folder showing full line at a glance.

Now Ready

J. F. Eberhard & Son

Dept. R., 298 Pearl St. NEW YORK.



No. 1520

This Shoe Stand Has a New Feature

The top is made from Brass, highly polished and Nickel Plated
It supplies the mirror effect yet will not break
May be adjusted to any desired angle
Made in three sizes to display
One Shoe—One Pair—or Four Pairs of Shoes
Shoe Clips are included.

OTHER GOOD SHOE FIXTURES IN OUR CATALOG.

THE BARLOW COMPANY

NEW YORK
724 Broadway

79-B Race St.
HOLYOKE, MASS.



BOSTON
78-A Essex St.

Wants, For Sale, Etc.

All Notices under this Department, \$1.00 five lines or less (additional lines 15 cts. each) each insertion Please remit when sending copy.

POSITION WANTED—Window trimmer and card-writer of over three years' practical department store experience; age 26. Best references. Address Box 258, care Merchants Record and Show Window.

WANTED—Dry Goods, Clothing and Furnishing salesmen to learn window dressing and show card writing. Highest salaried profession known. Our graduates in constant demand. Established 1908. Write for FREE illustrated catalog. Smeby School, Minneapolis, Minn.

POSITION WANTED—Display manager wishes position with department or specialty house; 12 years' experience, 8 years with most notable house in Boston; familiar with all lines; age 30; married. Middle or far West preferred. Best references. Address Box 259, care Merchants Record and Show Window.

WANTED—A first-class experienced window draper, interior display man and cardwriter, with large and medium size city experience. Position open after January 1st. Men under 28 years old need not apply. Salary \$25.00 to \$30.00 per week. Address Kratz Bros., 1200 Ludington St., Escanaba, Mich.

WANTED—We require the services of a window trimmer. One who is capable of assembling both interior and window displays of fine merchandise in a store whose clientele is among the better class of trade in a city of 250,000 population. Give experience, reference and salary expected. Address Box 257, care Merchants Record and Show Window.

WANTED SALESMAN—Experienced window fixture salesman for the largest and best line of wood fixtures made. Established line; good territory. Good opening for a live wire. Applicant must give FULL PARTICULARS in first letter, stating experience, former employment and references, etc. Address No. 126, care Merchants Record and Show Window.

WESTERN POSITIONS open throughout Rocky Mountain and Pacific Coast states for window trimmers, card writers, advertising men; also for salesmen and department managers in dry goods, clothing, shoes and all lines of general merchandise. Attractive salaries. Write for information. Business-Men's Clearing House, Denver, Colo. Southern Branch Office, Albany, Ga.

FOR SALE—The Original "Polar Bear" Mechanical Novelty. The same that Gimble Bros. used for two holiday seasons to deliver 5c and 10c packages to the customers. It cost us \$1,000 to import from Nuremberg. You can buy it for \$350.00 F. O. B. Seattle. A splendid mechanical novelty, showing a northern grotto and six white polar bears, who deliver Christmas packages as they are purchased. The children go wild with delight over it. Full particulars, write Advertising Department, the Bon Marche, Seattle, Wash.



With This Outfit — You Can Clean and Retouch Your Own Wax Figures
Producing the same high class (oil finish) as executed at the factory. COMPLETE OUTFIT includes prepared materials to clean and retouch 100 figures. Full formula. Tools, Instructions.
Outfit without formula - - \$3.00
Outfit including formula - - 5.00
Harrisburg Wax Figure Renovating Co.
Catalog 1 cc 335 Crescent Street, Harrisburg, Pa.

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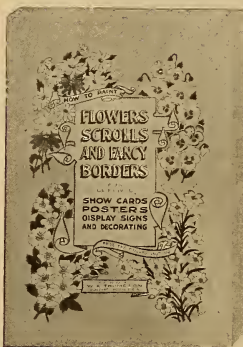
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A New Book Just Published

HOW TO PAINT

FLOWERS, SCROLLS AND FANCY BORDERS

FOR THE STUDENT, SHOW CARD WRITER, DECORATOR AND SIGN PAINTER



(Cover design of book printed in five colors.)

work in a neat and satisfactory manner. Hand-painted flowers on simple and unique Air Brush show card designs will produce an exquisite art collection in themselves. The value of an Air Brush Outfit can be increased one hundred per cent by those who can paint a variety of neat flowers, and with a little practice you will be surprised at the artistic work and rapid advancement you will make by the aid of this treatise.

THE INSTRUCTION IN THIS BOOK teaches one thing at a time and each part in the order of simplicity—teaching elements at first instead of a finished flower or complex-scroll. It teaches form before movement of the brush, and the simpler movement of the brush or pencil before the complex. The same principle runs through the formation of different flowers and finished designs. This method lets in a little light to the student, instead of confusion in trying to decipher the form and just what part to begin with. A thorough drill in the elements as provided in the different sections of this book, is the first step toward perfection in flower painting and designing. The reader will find this book throughout to be practical, concise and clear in all branches. It tells what colors to use and how to combine them for various shades and tints in painting different flowers in natural colors, also the kind of brushes to use for accuracy in stroke and ease in producing finished work rapidly. Making rapid and artistic scroll and floral designs with the aid of this book will be found a simple matter, even for those without the slightest previous experience or knowledge of flower painting. Every point of value is given in a way that will be easily understood by the student.

THIS BOOK tells you how to get the best results and then shows you how. You first read the way to do the work and then see how it is done by the accompanying illustrations. An endless variety of neat show card designs can be made by anyone at a fraction above the cost of blank cardboard.

NEVER BEFORE HAS such a wealth of practical and original ideas been given in one book for home study and at a price within the reach of all. Think of it. This book delivered to your address prepaid for only \$2.00.

Page size of book 7x10 inches, 144 pages.

SEND YOUR ORDER WITH REMITTANCE TODAY. You will receive this book by return mail and you will find it to be one of the best investments you ever made.

ADDRESS

W. A. THOMPSON, PUBLISHER
18 EAST HURON STREET PONTIAC, MICHIGAN

THIS NEW BOOK is fully illustrated, and contains practical instruction from start to finish on Rapid Flower Painting and Designing.

NOWADAYS the beginner and the Show Card Writer of some experience can gain in a few days, or weeks at most, the knowledge that originally cost many patient years of labor. Both old time Water Color Artists and high class designers are often astonished at the speed and nobby effects that can be produced by the show card writer who has had the proper training—in fact, the card writer in this line of work has a field in every locality all to himself and a money maker.

THE INSTRUCTION AND ILLUSTRATIONS in this book will enable Window Trimmers, Show Card Writers, and designers to make attractive floral and scroll designs with the same ease and certainty that a line is drawn by the aid of a straight edge. In this book you will find practical and simplified pointers which you have searched many times for and could not find. In less than one hour you can gain a practical knowledge for rapid construction of flowers and scroll designing that will enable you to produce work in a very short time that will surprise yourself and excite the curiosity of your friends.

RAPID FLOWER PAINTING and scroll work as given in this new book has many recommendations; it is easy (easier than ordinary lettering) and is done with comparatively little labor, and yet it affords scope for the exercise of artistic skill of high order. Show Card Writers can easily double the value of their work by following the practical instruction given in this book.

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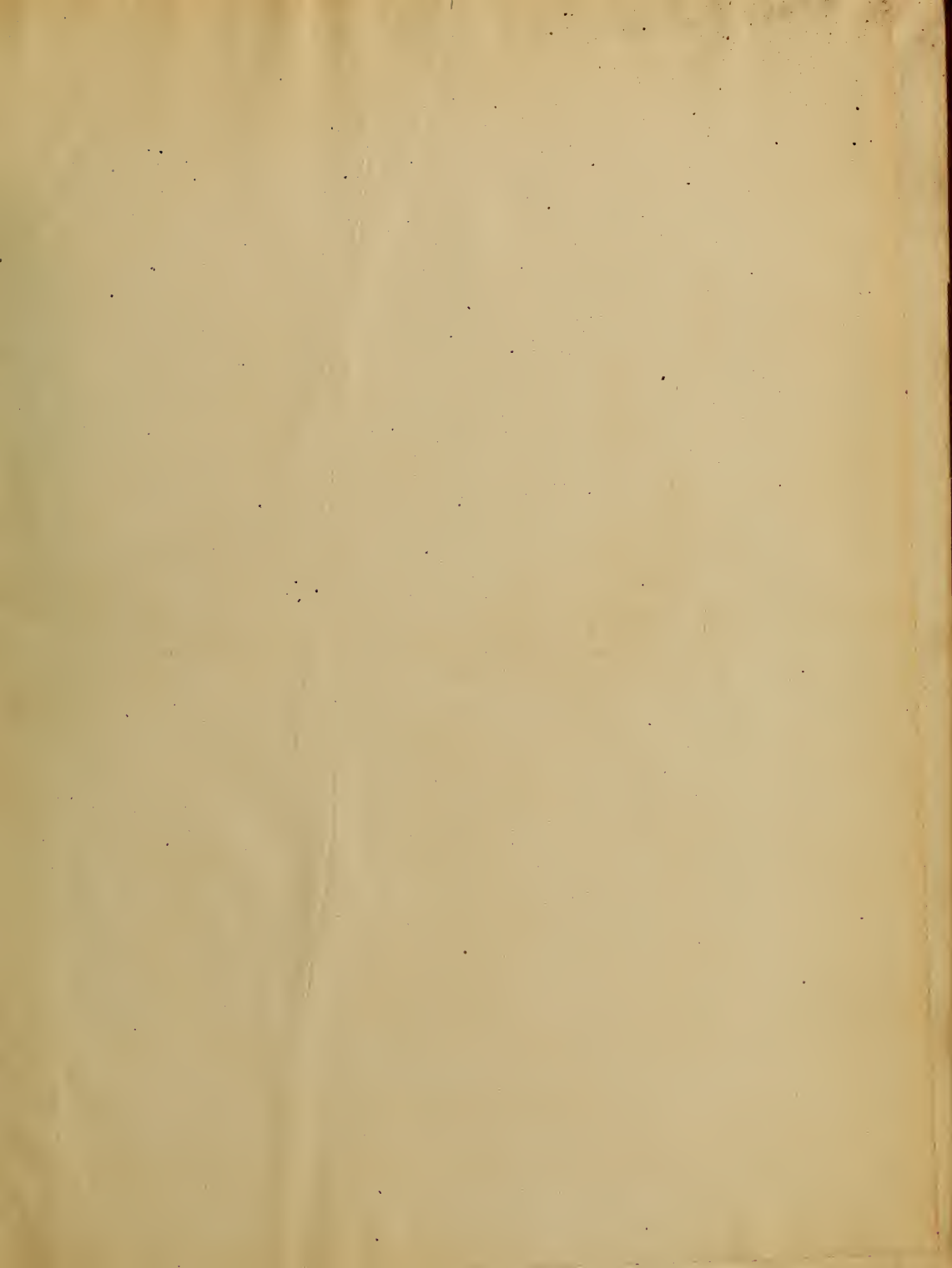
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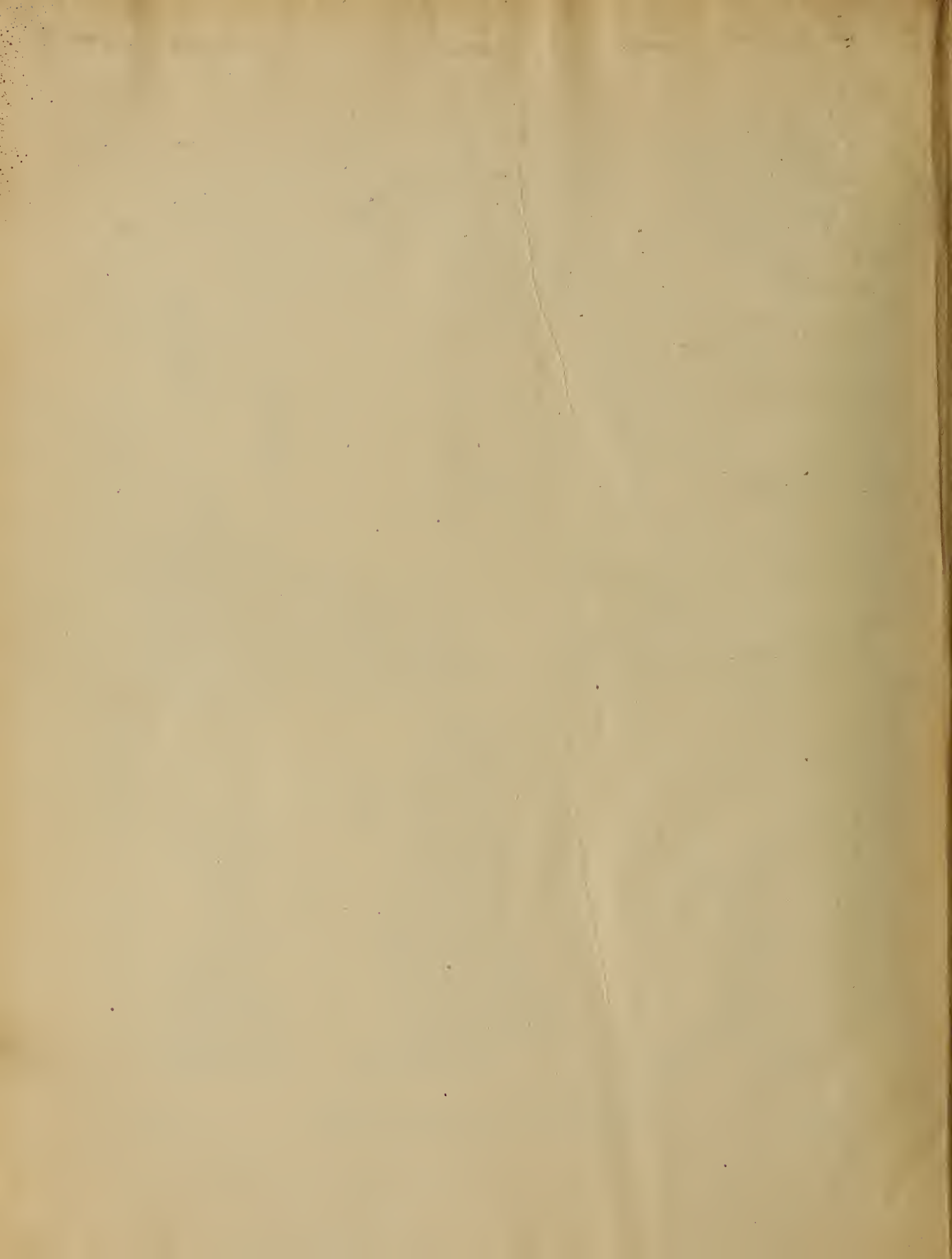


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